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U. S. Department of Agriculture

# GARDEN BEAUTY BOOK

SPRING 1945



**R. M. Kellogg Company ★ Three Rivers, Michigan**





# DIANTHUS *Rose Unique*

## Hardy Everblooming Carnation

Better order Rose Unique early if you want it—because after 3 years of listing it, we have never yet had enough to supply the demand. Order at once to be sure of getting yours.

The beautiful Dianthus Rose Unique is a fine companion to the famous Dazzler Carnation, shown below. Its beautiful and fragrant pink blossoms are similar to Dazzler in size and shape, but not quite so tall; about 15 inches, while Dazzler often goes to 20". Flowers are produced in great numbers, over a long period of time. Blooms first year, about 8 weeks after planting.

**PRICES:** Pot-grown plants with ball of earth on roots, 45c each; 2 for 80c; 3 for \$1.15.

## Bargain

3 Rose Unique ..... \$1.15  
3 Dazzler ..... 1.15

Total Value ..... \$2.30

Special Price ..... **\$2.15**

Rose Unique and Dazzler are beautiful together. Plant at least six for best results. See our special at left.

## Hardy!

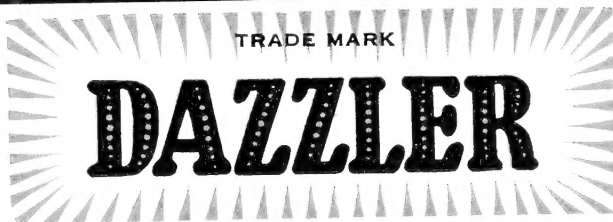
Has stood 15 degrees below zero. With ordinary winter protection will stand more. Kellogg's Dazzler is the heaviest blooming, most gorgeous, and largest flowering hardy carnation ever introduced. Foliage is dark olive-green, and each plant produces 20 to 30 strong, 15 to 20 inch blooming stalks, each stalk loaded with flowers.

## Everblooming

Forty to Fifty bright crimson flowers open at once. Blooms richly clove-scented; deep crimson. Blooms continually from Mid-June to late Oct. Plant grows nearly as large as a bushel basket second season.

### BLOOMS FIRST YEAR.

No waiting for Dazzler to bloom. It starts 6 to 8 weeks after planting.



We supply pot-grown plants with ball of earth on roots.

## Prices:

1 for ..... \$ .45  
2 for ..... .80  
3 for ..... 1.15



[2] See Index on Page 35





*New*

This flower will arouse the envy of your friends when they see its rare and enchanting beauty in your garden. They will ask what it is, and where you got it. It is really new.

*Hardy*

We have had Carnations before, but mostly hot-house types. This one is hardy; will stand severe freezing; will live outside through hard, cold winters, and continue for years, without replanting. Don't you want it in your garden?

*Ever-  
Blooming*

American Beauty truly is ever-blooming—not intermittent; it produces loads of blooms continuously from about 8 weeks after planting until frost. The scores of blooms and their amazing beauty, brilliance, and fragrance make it a bargain.

**CULTURAL NOTE:** Plant your American Beauty 15 to 18 in. apart; any sweet well-drained soil; ordinary moisture; sun.

**New!**

## *American Beauty Carnation*

Here we sing a song of beauty, and of enticing, spicy fragrance. Here is a flower you will love to look at, and one you will love to smell. We have thought of calling other flowers "American Beauty" but did not because such a grand old name should be reserved for something that really merits it—and this flower surely does. You have ordered other Hardy Carnations by thousands, and so we know you will welcome this new one.

Color: approximately as shown; but remember, pictures can never portray color faithfully. You will have to see Ameri-

can Beauty in bloom to get the whole glorious tale—beauty, fragrance, and color.

Flowers are large, 2" to 2½" across, and are excellent for cutting; and late blooms will be improved both in quantity and quality if early blooms are cut. Foliage healthy; strong; vigorous. Grows 15" to 18" tall with 30 to 50 beautiful blooms at a time. Plant gets as large as a bushel basket or larger.

—oOo—

**CULTURAL NOTE:** Plant American Beauty 15 to 18 inches apart; any sweet well-drained soil; ordinary moisture; sun.

*Prices*

Strong, pot-grown plants; ball of earth on roots.

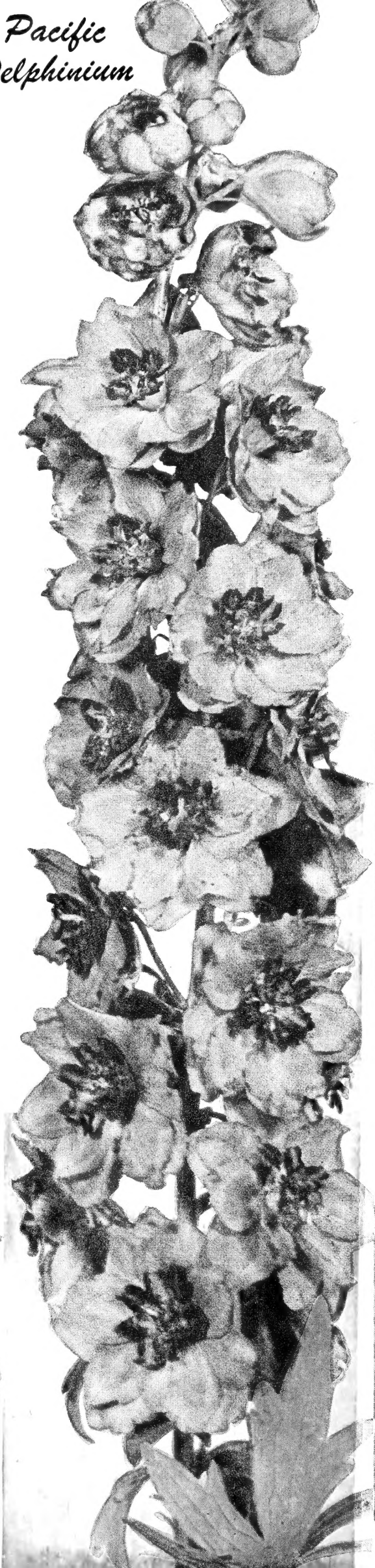
1 for \$ .70  
2 for 1.30  
3 for 1.90

Hurry your order; supply is limited.

**R. M. Kellogg Co., Three Rivers, Michigan**



*Pacific  
Delphinium*



*Trollius Golden Queen*



*Gaillardia  
Goblin*



# Trollius Golden Queen

This new Trollius has a glory of rich coloring that will amaze you. Golden Queen opens wide, displaying its beauty more fully than older varieties. Stamens, unusually rich and full and brilliantly colored; more orange than true yellow. Petals splashed with green underneath, giving a unique effect. Healthy, vigorous, prolific in bloom. 24" to 30" high or more. Flowers 2½ to 3½ in. across.

PRICES: 65c each    ||    3 for \$1.75  
2 for \$1.20    ||    4 for 2.30

# Pacific Tall-Growing Delphiniums

These beauties can be the glory of your garden. Plant ten or more for a strikingly beautiful display of delicate blues, dark blues, lilacs and purples, all together.

They are tall-growing (4 to 6 ft.) with stiff strong stems; do not break easily, and two-thirds to three-quarters will be double. Florets 1½ to 2 in. across or more, each a beautiful flower in itself.

We offer you a mixture of colors. Cannot allow color choice as plants are hybrids. Plants strong and vigorous. PRICES: 5 for \$1.40; 8 for \$2.15.

CULTURAL NOTE: Plant delphiniums 15 to 18 in. apart; any loose non-acid soil; sun; moderate moisture requirements; small quantities of lime or wood ashes are beneficial.

## WHITE Delphiniums

Beautiful, double florets 2" to 2½" across; huge well-filled spikes. Sparkle in the sun—like frosty snow. PRICES: 60c ea.; 2 for \$1.10; 4 for \$2.10.

# Gaillardia Goblin

Man, Oh Man! What brilliant coloring! And what a beautiful shape! This unique, low-growing Gaillardia grows 12" to 15" high in broad, compact bushes; becomes completely covered with beautiful large 2 to 2½" blanket flowers, of brilliant red and golden yellow so that the foliage often is entirely hidden. July to Sept. Plant 12" apart in any well-drained soil; sun; ordinary moisture requirements. Give some winter protection. PRICES: Field-grown plants, 35c ea.; 2 for 60c; 4 for \$1.10; 6 for \$1.60.



# 8 Hardy Phlox \$2.35

Here is a bargain that simply should not be missed. These Phlox would cost you much more if ordered by variety; yet you get them for only \$2.35. You get outstanding varieties, wide color range, strong, healthy plants, high value—many of the varieties you will get sell by variety as high as 45c each.

Red, Pink, White, Purple, Salmon, "Blue"—you get a variety of shades and colors, each one different, and all high-quality plants. July to frost.

**Free!** If you order this Phlox Bargain before March 15th, you may select any two Phlox you wish from our Big 6 Phlox Collection free of extra charge, value of free Phlox 70c; (See pages 8 and 9). Free Phlox will be labeled with variety names. Customers receiving Catalogs after February 15th may have 30 days to order.

**R. M. Kellogg Co.**  
**Three Rivers, Michigan**





# Mrs. George Le Boutellier A Beautiful Red Dahlia

This giant deep crimson Dahlia has blooms that average 10"-12" across. One of these Dahlias alone makes a beautiful sight with its very deep red color, and fine form. Very healthy, strong, and vigorous. Will win prizes in the shows. All Dahlia enthusiasts should have it.

**PRICES:** 1 for \$0.55  
2 for 1.00  
4 for \$1.90 6 for 2.80

New Carnation Rose—  
See page 36  
(Back Cover).

**Bargain!**  
Why not try both of these beautiful Dahlias? Here's a bargain:

## CULTURAL NOTE

Plant Dahlias 3 feet apart; in good rich soil; water freely; full sun.

3 Mrs. Geo. LeBoutellier .....	\$1.50
3 Geo. Relyea .....	2.85
<b>Total Value .....</b>	<b>\$4.35</b>
<b>SPECIAL PRICE</b>	<b>\$4.15</b>

## Kellogg's Dahlia Garden

Here is your opportunity to have a fine Dahlia Garden for a very small investment, all fine, large, mammoth-flowering varieties in beautiful color range. They will be our choice of varieties, and this is how we can give them to you for such a low price.

**PRICES:** High Grade roots, Kellogg's Dahlia Garden, 8 for \$1.35; 16 for \$2.65.

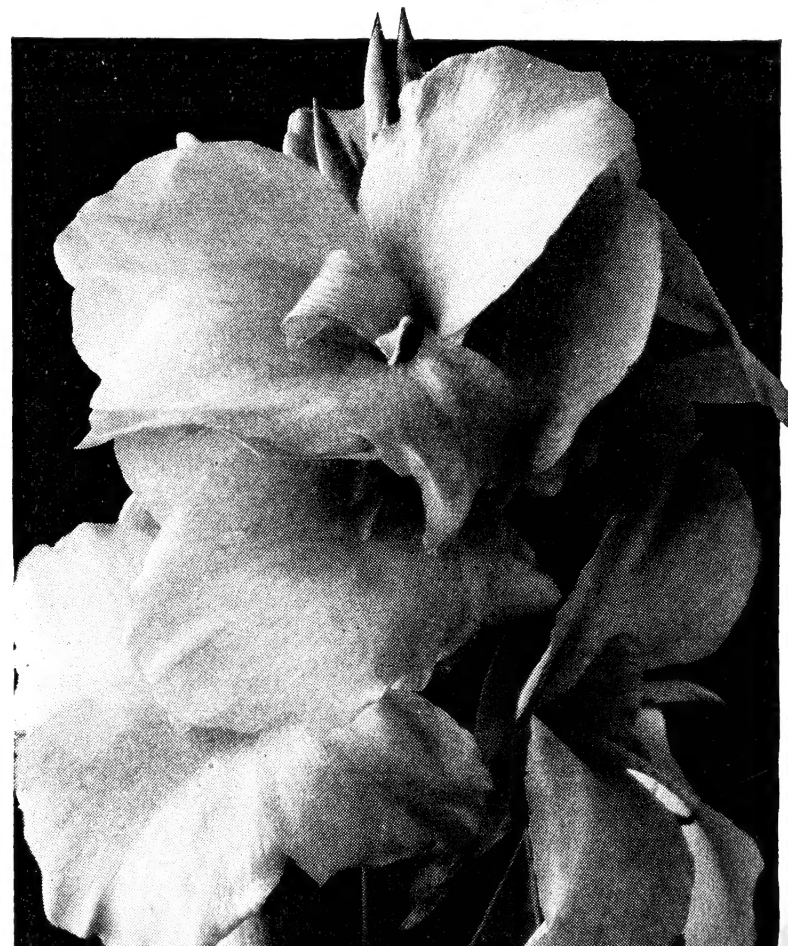
## 30 Mixed Cannas \$1.94

Here are Cannas whose brilliant colors will intermingle and blaze with all the glory of a colorful fire. Red, Yellow, Pink, Scarlet—all are in this collection. Roots, strictly high grade. Varieties, our choice, not labeled. Grow 3 feet to 6 feet high. Bloom July-Aug. Plant 2 feet apart.

**PRICES**  
15 ..... \$1.05  
30 ..... 1.94  
50 ..... 3.15  
75 ..... 4.67

**R. M. Kellogg Co.**  
**Three Rivers, Mich.**

[6] See Index on Page 35



# New! Dahlia George Relyea

We wish you could actually see one of these very unusual Dahlias, as it seems impossible to adequately get the color on paper; it is truly magical. The center is tight, and deep orchid in coloring; next comes a flaming orange sunset, and finally tips of orchid-white which look as if lighted with tiny spotlights. Petals are beautiful apple-green at the base. Just imagine the striking contrast among all these amazing colors! Large in size, decorative type. Good strong roots.

## PRICES:

1 .....\$1.00  
2 ..... 1.90



## CULTURAL NOTE

Plant Dahlias 3 feet apart; in good rich soil; water freely; full sun.

## Pompon Dahlias

Seldom over 2 inches across; very regular in shape.

**AMBER QUEEN.** Amber and Orange.

**BOBBY.** Plum colored.

**RED INDIAN.** Deep coral-red.

**ROSA WILMOUTH.** Pink.

**SNOWCLAD.** White.

**YELLOW GEM.** Light Yellow.

For only \$1.10 we send you one of each or you may make your own choice. 12 for \$2.09.

## 10 Labeled Cannas \$1.25

The most brilliant of all bedding flowers. High grade hand-picked healthy roots. We send you two each of the varieties described at the right.

Bloom July and August, 3 feet to 6 feet high. Plant 1½ to 2 ft. apart in good, rich soil; water very, very freely; full sun.

PRICES: 5 .....\$0.70    20 .....\$2.45  
10 ..... 1.25    30 ..... 3.59

**Orange Gem.** Glowing orange, green foliage.

**King Humbert.** Scarlet, bronze foliage.

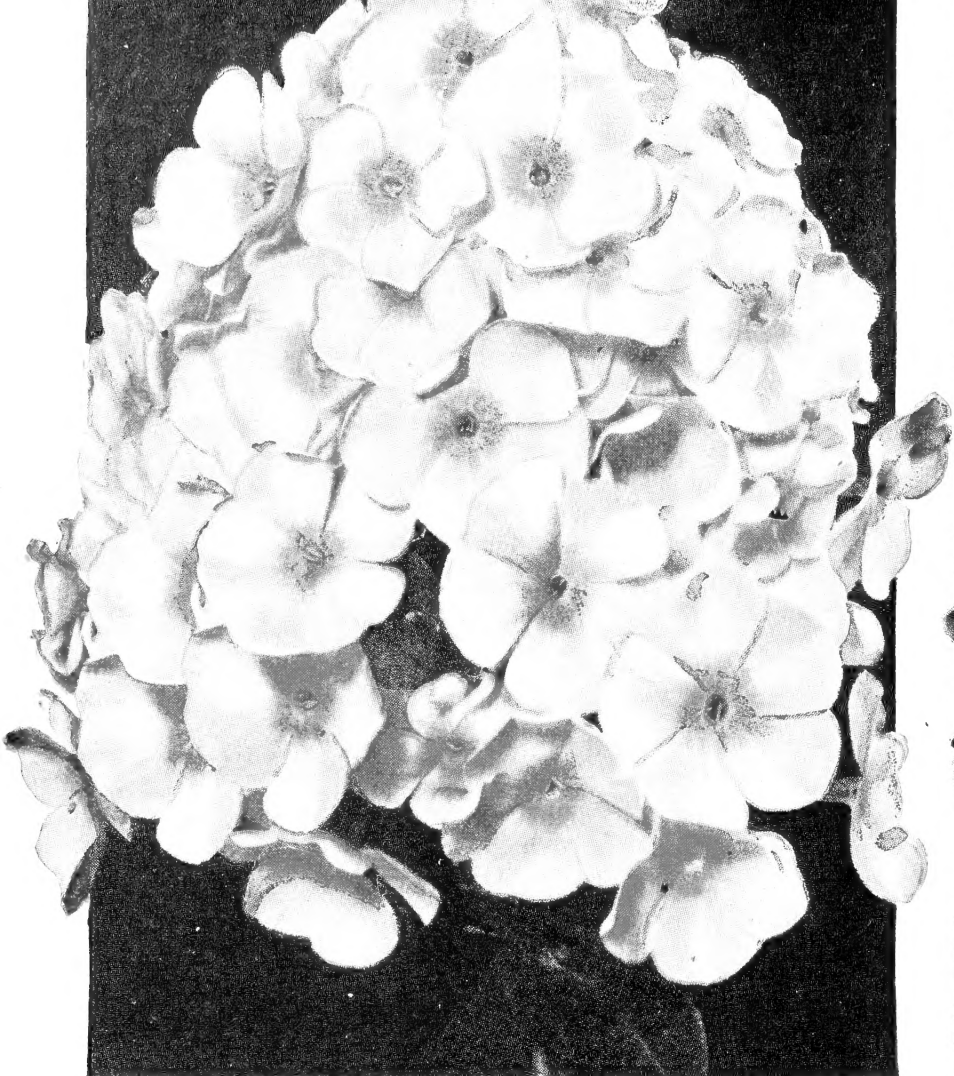
**Hungaria.** Pink, bluish-green foliage.

**Yellow King Humbert.** Deep rich yellow, softly spotted, blotched with bright red. Green foliage.

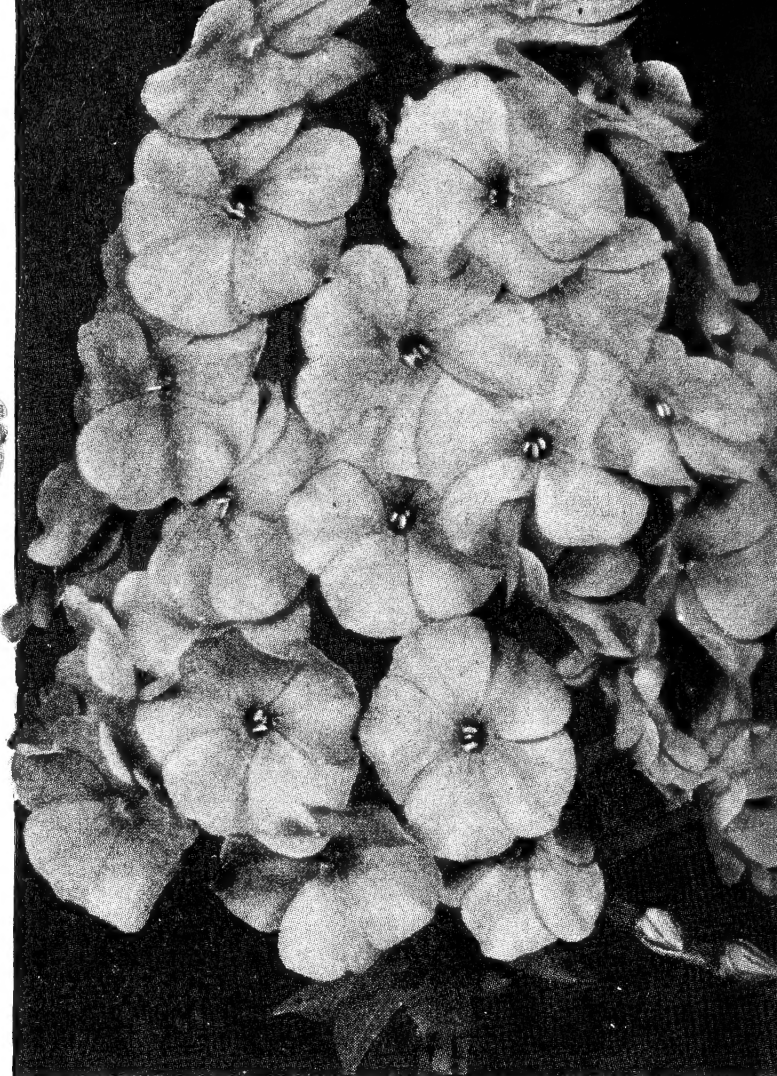
**Ambassador.** Poppy-red, bronze foliage.

R. M. Kellogg Co., Three Rivers, Michigan

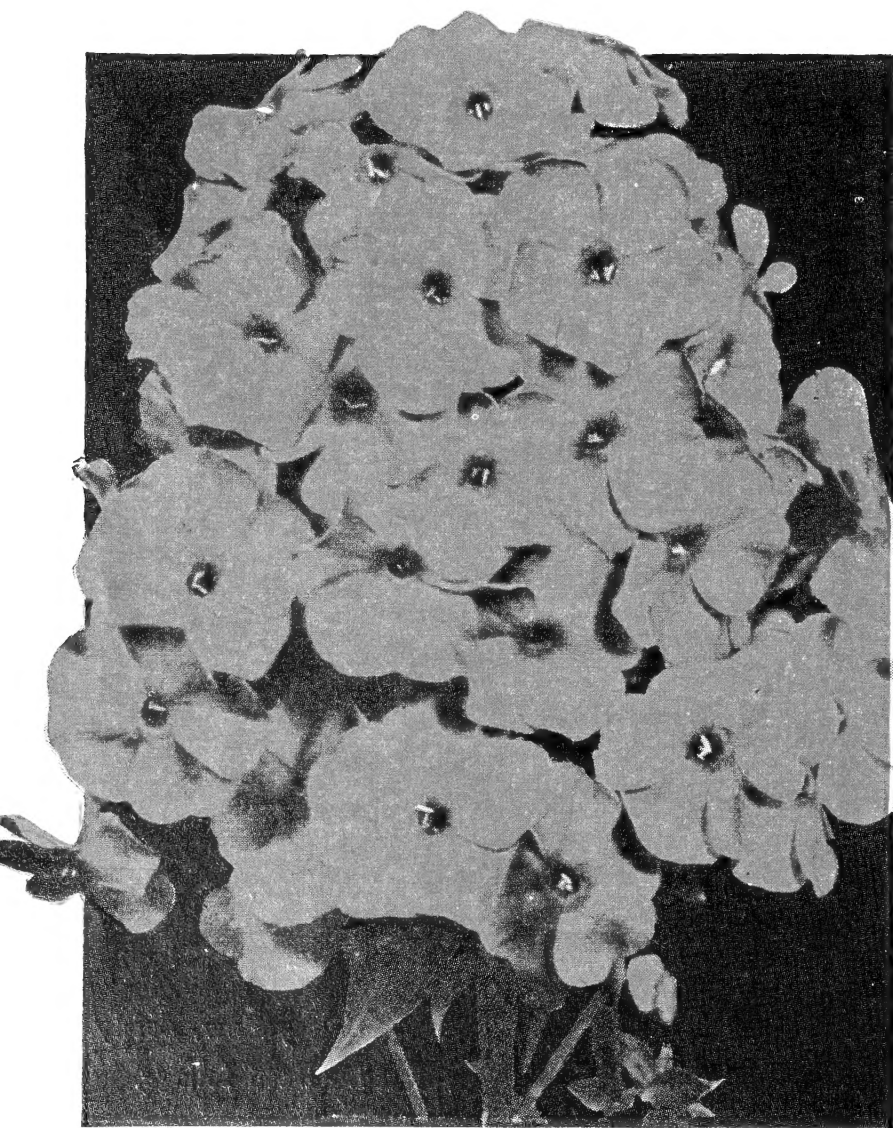




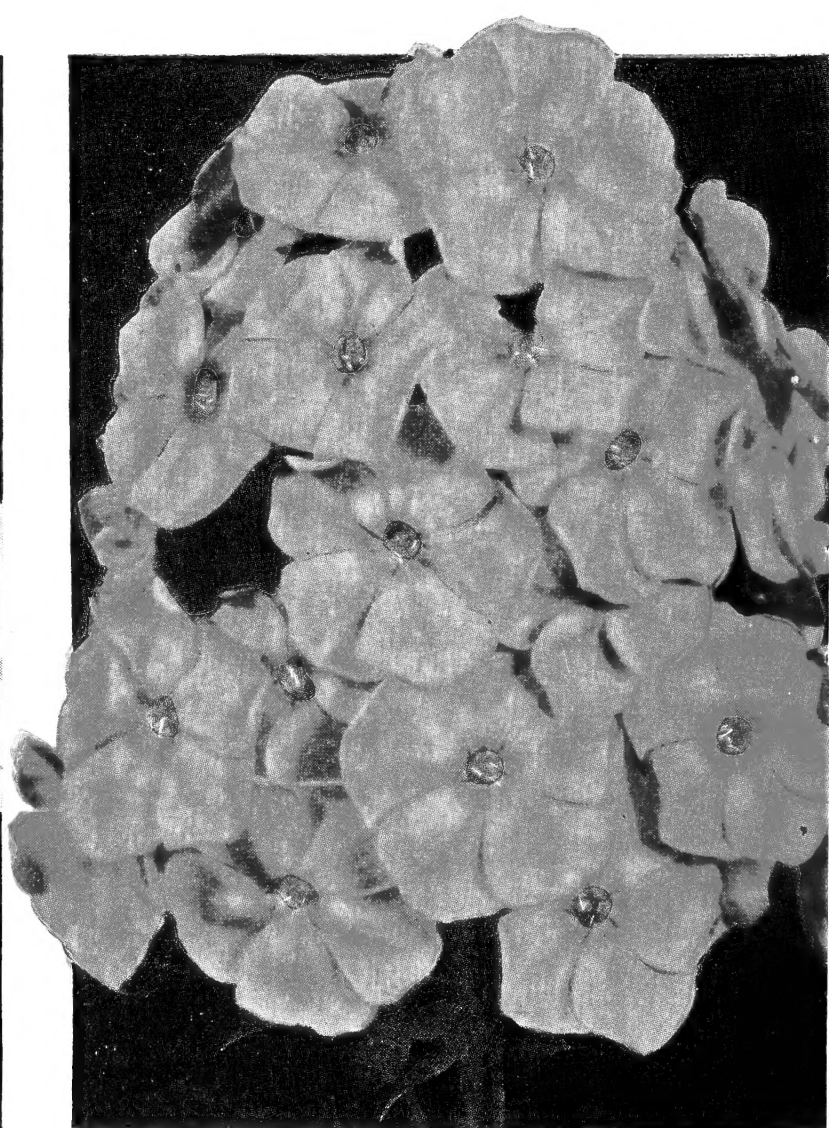
Daily Sketch



Carolyn Vandenburg



Africa



Salmon Glow



*Now!*

# Kellogg's Big Six Phlox Collection includes

## *Rosy Blue and Pinkette*

Now this collection includes the famous Rosy Blue and Pinkette, America's outstanding New Phlox.

**Carolyn Vandenburg.** This is the outstanding dark blue Phlox today, not only on account of its color, but because it is extra-large, healthy, vigorous, and productive. Very striking. Creates much excited comment.

**Daily Sketch.** Pink so dainty and pretty that it cannot be reproduced. Grow Daily Sketch to see its beauty. Florets: largest you ever saw—1½ inches across—as large as a pansy. Long blooming season. July to frost. Hardy.

**New Phlox, Pinkette.** Pink so delicate that it can scarcely be seen—and yet it is there, making this new Phlox the loveliest ever offered. Florets large, well-shaped; beautiful heads. Foliage strong, and upright.

**Salmon Glow.** Deep rich salmon-pink, beautiful and satisfying. Eye: deep carmine. Heads: well-filled, stately. Foliage: healthy, strong. You should by all means have this amazingly beautiful variety.

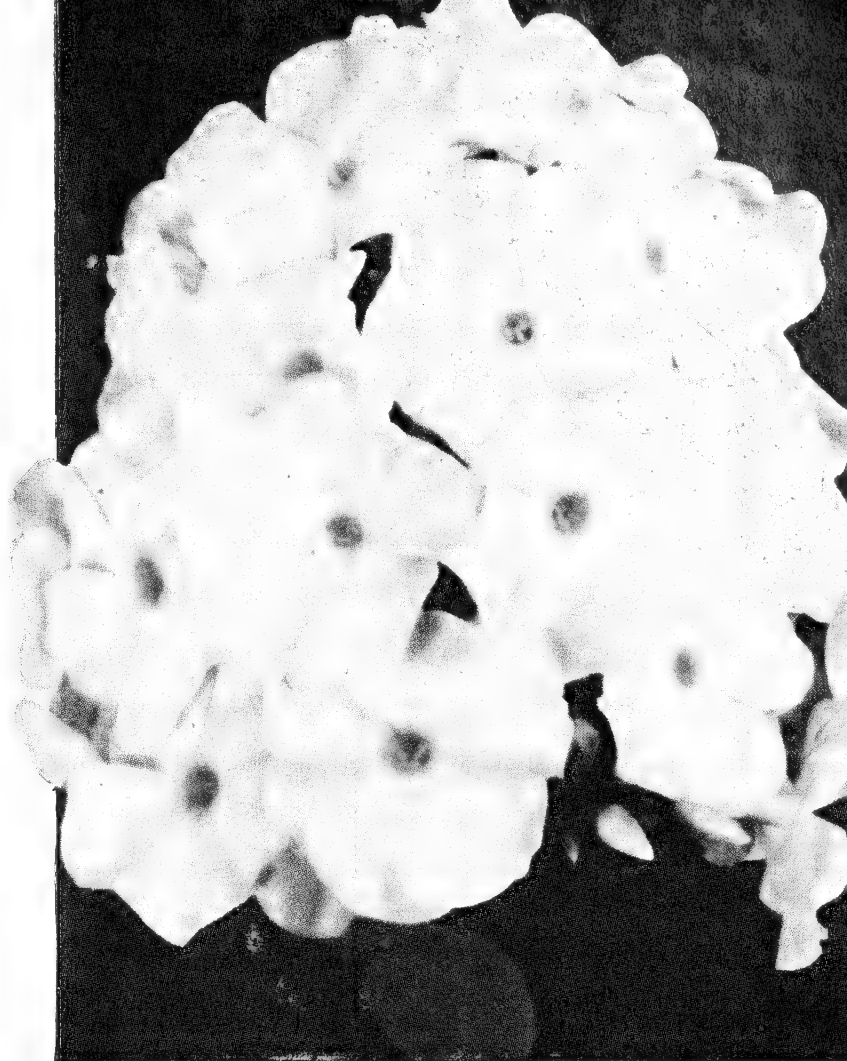
**Africa.** Amazing dark carmine-red that seems to belong to another world. Healthy, hardy, easy to grow. Far more beautiful than the picture.

**New Phlox, Rosy Blue.** Here shades of blue and rose intermingle in magical fashion, really giving the effect of rosy blue—not purple or violet, but “Rosy Blue.” Unusually large florets; vigor, productiveness; well-filled heads. A valuable addition to any garden.

**12 for  
\$3.25**

**Strong, Hardy  
Plants**

1 for.....\$0.40  
3 for..... 1.00  
6 for..... 1.90

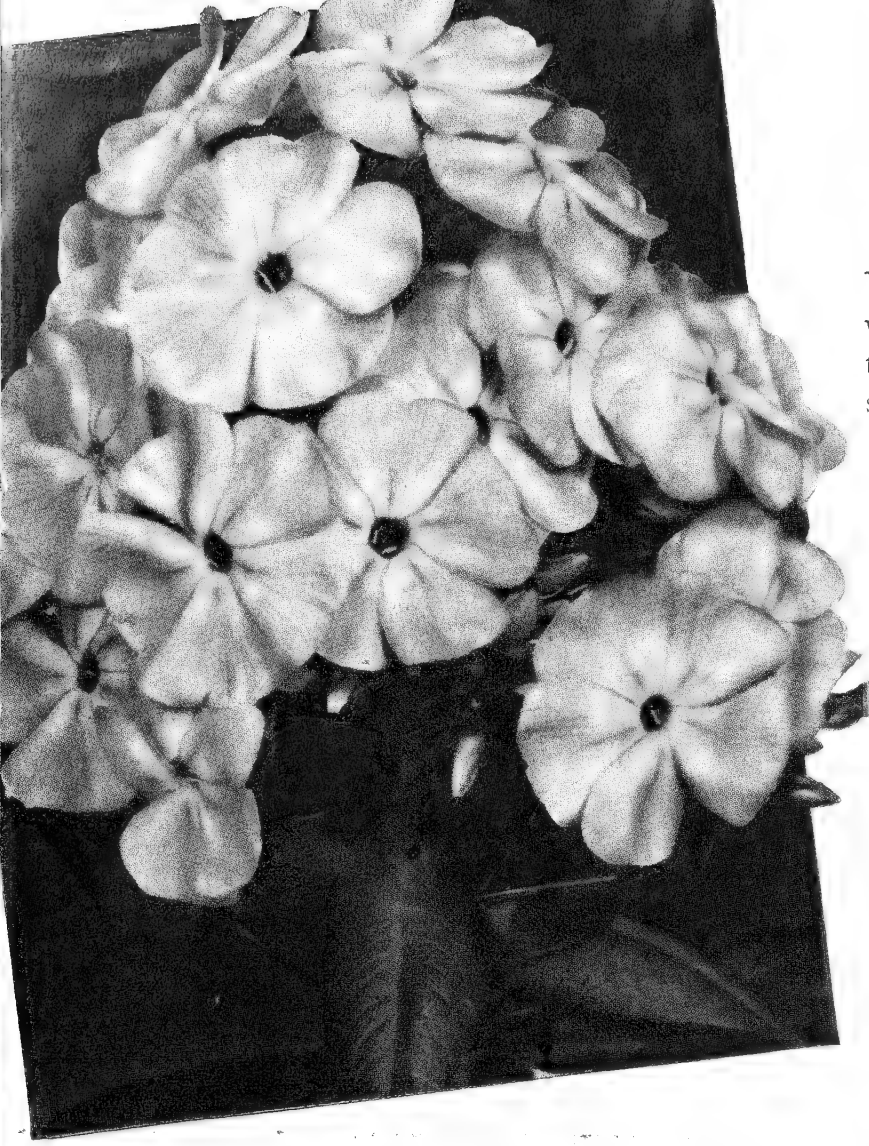


**Pinkette**



**Rosy Blue**

**R. M. Kellogg Co., Three Rivers, Michigan**



Kellogg's

# 2 New Phlox

You are going to welcome Bright Eyes and Sonja, you will want them, so that your garden will be prettier than your neighbor's. Here are the pictures and descriptions. Order early and be sure of getting yours.

## Sonja

Sonja is a brand new Phlox with a brand new color scheme—baby blue with straw-color eyes—an oddity, yes! But oh, it's a pretty oddity! It will add beauty as well as individuality to your garden and—don't you need both!

### Bargain!

2 Sonja \$.80  
2 Bright Eyes .80

Total Value \$1.60

Special Price

**\$1.45**

Prices Each \$0.45  
2 .. \$0.80 | 4 .. 1.50  
3 .. 1.15 | 6 .. 2.20

**Cultural Note**  
Plant Phlox 18 in. apart in good rich soil; sun; ordinary moisture requirements.

We've done the best we can to show you Sonja's unusual color, but light colors are hard to reproduce accurately, and so we fall short of perfection. You will have to try it to know it, but you won't be sorry. Somewhat low-growing 18 to 24", but healthy and vigorous; large flowers. Place Sonja out in front, it is a real headliner.

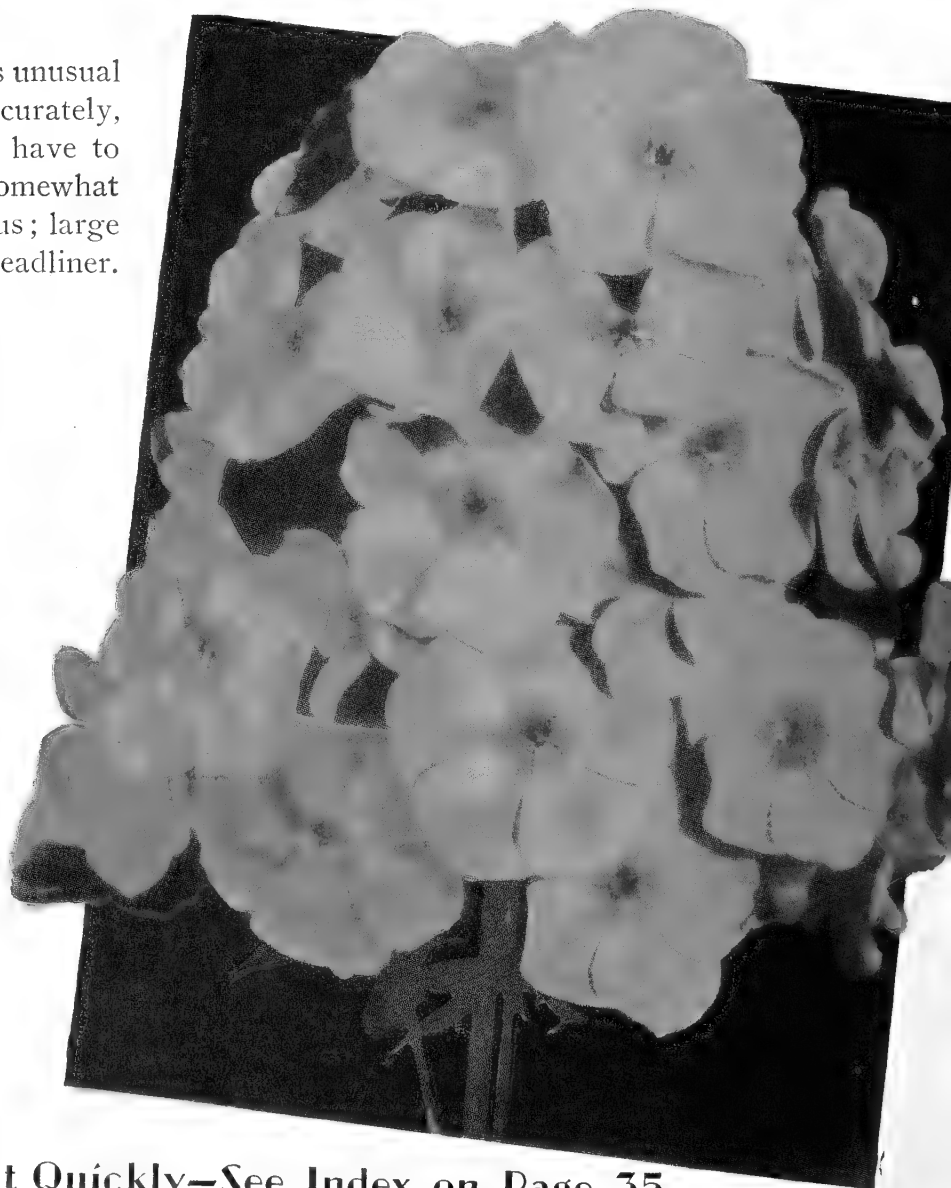
—oOo—

## Bright Eyes

At first Bright Eyes sold at \$1.00 per plant, this year we offer you 3 for \$1.15. There have been red Phlox before, but none with the beautiful large florets, and dancing dark eyes of Bright Eyes. And, we can say, too, none with quite the amazing brilliance of coloring. Oh, what a glorious sight a bed of Bright Eyes is! You should see the row after row of them blooming in our nursery. Why not transplant a part of this striking glory to your own garden. Bright Eyes is a child of the famous large-flowered Daily Sketch and inherits all the health and vigor of its parent, and—the huge florets, too. It is magnificent in size, magnificent in color.

Here is something really new for your garden. Do not miss it. Order Early.

Prices: || 2 .. \$0.80 || 4 .. \$1.50  
45c each || 3 .. 1.15 || 6 .. 2.10



Kellogg's

# Aristocrat Day Lilies

These beautiful Day Lilies are easy to grow, and produce an abundance of blossoms. You should have them. Bloom daily, make a fine border.

## Now 3 Varieties

Now we have added a new variety, Gypsy, to our list of Aristocrat Day Lilies, making three in all. All extra fine, vigorous growers, rich in coloring, beautiful in form.

**HYPERION**—Fine citron yellow, produced in great numbers, stems 40" tall. Blooms July and August. Prices at right.

—oOo—

**OPHIR**—Just as beautiful as Hyperion but dark yellow. Stems 3½ to 4' high. Blooms July and August.

—oOo—

Plant Day Lilies in a border for a striking color display.

Gypsy

**GYPSY**: Shown above. Even more beautiful than Hyperion and Ophir, because of the striking red splotches on the petals. More brilliant than the picture shows; much more. Prices at left.

### PRICES

1	.....\$0.75
2	..... 1.40
3	..... 2.05

## Special!

Yes, specials are still being offered by Kellogg's in spite of the War, and here is one of our finest. We offer you 9 beautiful Day Lilies as follows:

	Special Price
3 Hyperion .....	\$2.05
3 Ophir .....	2.05
3 Gypsy .....	2.05
Total Value.....	\$6.15
	<b>\$5.95</b>

## 4 Regal Lilies \$1.00

One of the most beautiful of Lilies—snow-white with gilded throat like molten gold. Crimson veins outside. Up to twenty blooms per flower head. Hardy! Blooms June and July; 4 to 5 ft. high. It will be a long time before Regal is surpassed in glory.

PRICES: 3 for 77c; 4 for \$1.00; 6 for \$1.45.

**R. M. Kellogg Co.**  
**Three Rivers, Mich.**



## Kellogg's Surprise

## Rock Garden

10 Choice Rock Garden plants for \$2.00. Would undoubtedly cost \$2.50 to \$3.50 if bought by variety.

A "swell" collection of varieties ideal for Rock Gardens. Lots of color and long blooming. Includes some of our very finest varieties; at least 5 different varieties guaranteed.

PRICES: 5 for \$1.05; 10 for \$2.00

**10 Plants  
\$2.<sup>00</sup>**

# A Group



## Hardy Verbena

Has great usefulness, and great beauty. If you want to cover an unsightly piece of ground, hardy Verbenas will do it; creeping habit, with beautiful dark olive-green foliage, and beautiful flowers; in coloring, they are a beautiful rose-pink, and each head is 3 to 4 in. long. And, they bloom all summer and into the Fall. You will like them we know.

PRICES: 2—\$0.60; 3—\$0.85; 4—\$1.10.

## "Little Bo Peep"

**Miniature Rose.** You will love this tiny darling; so beautiful and fragrant!

Picture shows coloring and approximate size of blooms. Very

hardy. Persistent bloomer

June to frost. Height 6 to

8 inches. Likes rich,

well-drained soil;

sun; moisture. Spray

for best results. Plant

10 inches apart.

### PRICES

1 ....\$ .65

2 .... 1.20

3 .... 1.75

## Violas



Some flowers really pull at our heart strings; violas do decidedly. They are beautiful in groups or low borders. Bloom all summer. Ultimate height 6" to 8". Bloom April to frost. Plant 6" to 8" apart; sun or shade; good drainage. Shear plants or remove blossoms as they fade, for continued bloom. Prices and colors to the right.

**Three Colors: Apricot, Blue, Yellow.**

1 for \$ .40 || 3 for \$1.00  
2 for .70 || 6 for 1.90

# of Dainty Darlings



## Russian Violets

Amazingly beautiful and fragrant. Plant now, so that they will bloom next spring. Flowers are large, double, sweet-scented and bloom early in the Spring; long stems.

Often blooms again in cool fall weather. Grow 6 to 8 inches; fine for shade. Plant 8 inches apart. Order early. They are exceedingly popular—and scarce!

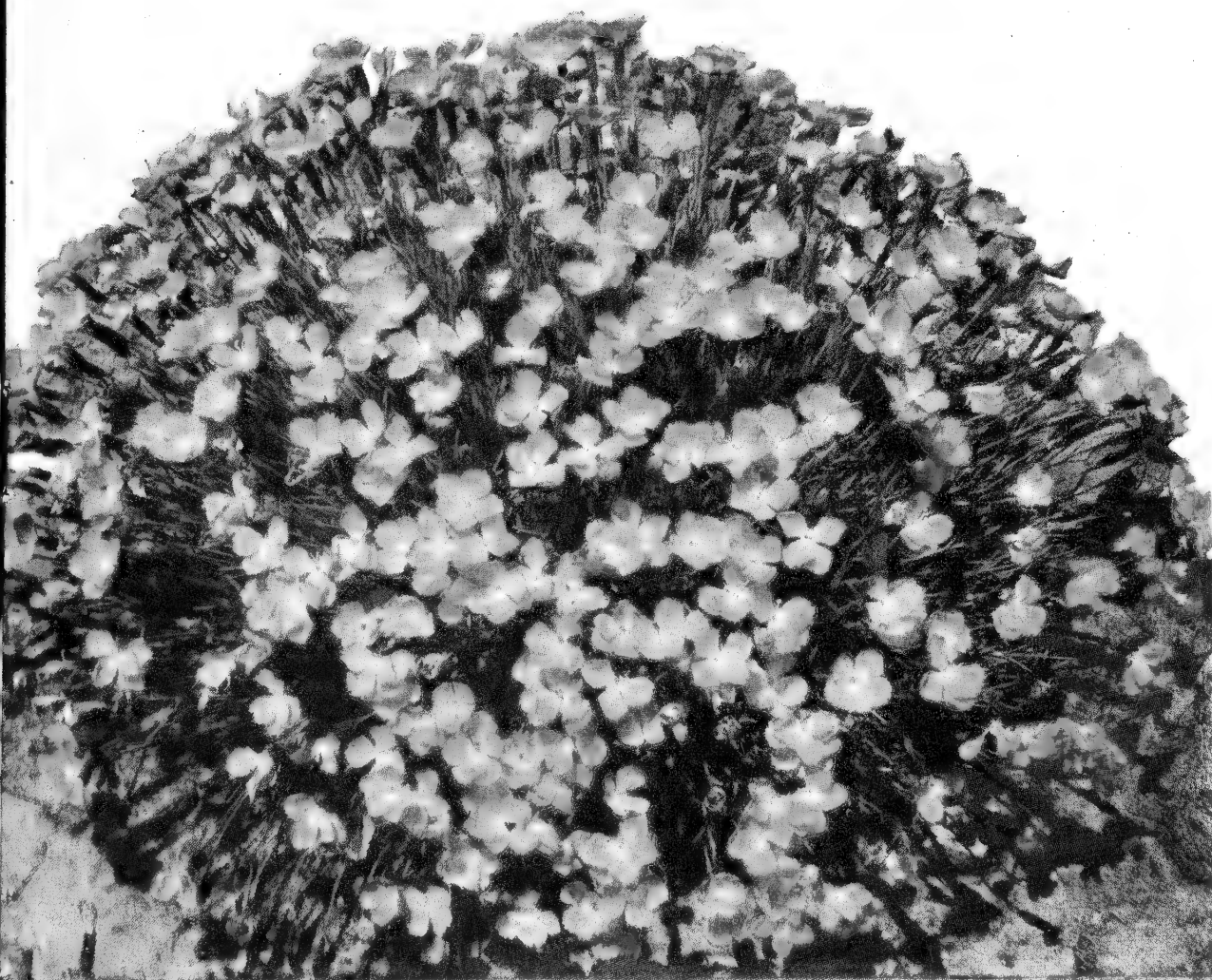
PRICES: 1 for \$.60; 2 for \$1.10; 3 for \$1.60; 4 for \$2.10



## Hardy Carnation

(*Dianthus Grenadin.*) Grow 12" to 15" tall. Plant 22" apart; moist, rich, non-acid soil. Choose colors; red, pink, white, yellow.

PRICES: 32c ea.; 4 for 98c; 6 for \$1.42



## *Dianthus* Rose Dawn

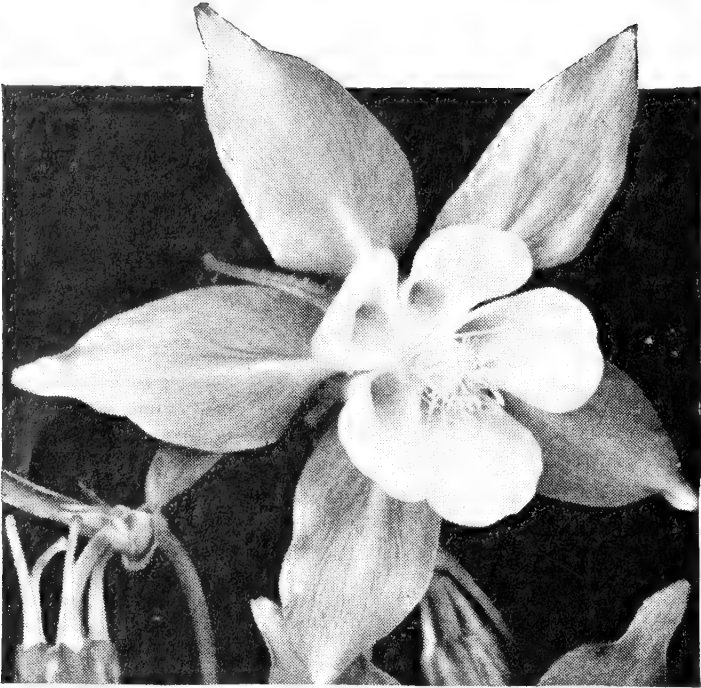
We know of no flower that gives beauty for a longer time than Rose Dawn. First it is a little cushion, soft and fuzzy, like a furry kitten. Then hundreds of flower buds appear, on short, straight stems that bristle like the quills of a frightened porcupine. Later: beautiful blooms, like hundreds of tiny rockets all exploding at once. Flowers: delightful pink. Beautiful bluish foliage. Rose Dawn is beautiful all the time.

**CULTURAL NOTE:** Plant in ordinary well-drained non-acid soil 10 to 12 inches apart. Ultimate height 4 to 5 inches; sun. Avoid too much water.

PRICES:	3 ....\$0.91
1 ....\$.37	4 .... 1.18
2 .... .64	6 .... 1.72



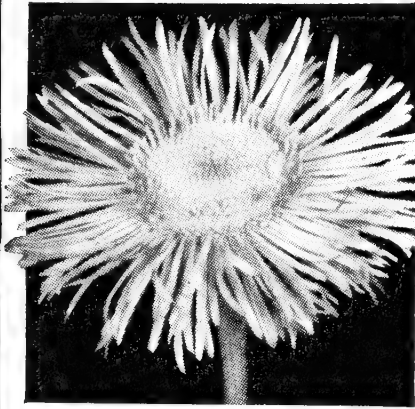
# Nice and Neat



## 3 Beautiful Scott Elliott Aquilegias \$1

(Hardy Columbine.) A mixture: Scott Elliott Hybrids in shades of red, pink, blue, purple, white and yellow. Mixed colors only. May-June. Hardy. Grow to 3 ft. Plant 15" to 18" apart; ord. soil, well-drained; ord. moisture; sun or shade.

**PRICES:** 1 for 40c; 2 for 70c; 3 for \$1.00; 6 for \$1.90

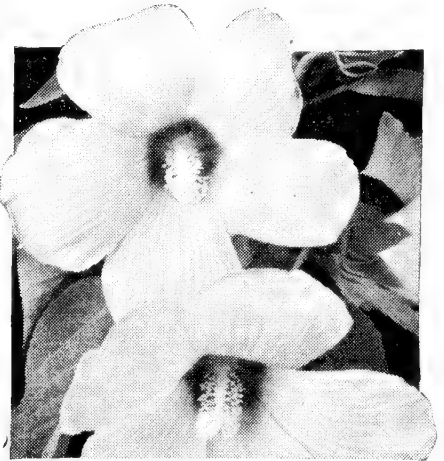


### Daisies, Blue-Fringed

(Erigeron Speciosus.) Flowers large, and violet-blue with yellow centers. Bloom June-July. 1½ to 2 ft. high. Fine for bouquets. Plant 15 to 18 inches apart; ordinary soil; ordinary moisture; and sun. Field-grown.

### Ghost Plant

(Artemisia, Silver King.) Looks as if dusted with fine silver dust; foliage ghostly, silvery white. Grows 2 to 3 feet high, spread 18 inches apart; ord. soil; ordinary moisture; sun or shade. Fine background for lower plants. Very hardy.

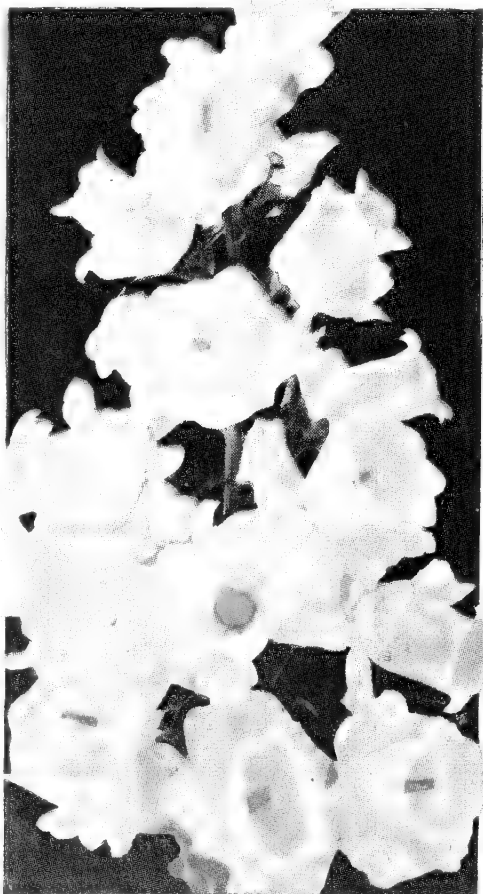


### Hibiscus

(Mixed.) A giant 3 to 4 foot perennial. Showy blooms July-August. Mixed colors only. Plant 24 to 30 in. apart in ord. soil; ord. moisture; sun or partial shade. Cut back to soil's surface each spring. Hardy. Field-grown.

### Midget Hedge

(Teucrium Chamaedrys.) May be sheared to any height up to 12 in. Dense, glossy green foliage. July-August. Plant 10 to 12 in. apart; ord. soil; ordinary moisture; sun or shade.



### Canterbury Bells

(Campanula Medium.) So charming and quaint that they should be in every garden. Flowers large and beautiful, on two to three foot stems, bell-shaped. Bloom May to July. Blue, rose, white, or lilac. State choice. Prices below.

### Double Canterbury Bells

(Campanula Calycanthema—Cup and Saucer.) Even more beautiful than the single variety. Flowers double. Produced in masses; tall 2 to 3 feet stems. **You May Choose.** Colors—Blue, Rose, White, Lilac. Plant early for bloom this year. Prices below.

**PRICES:** 3 for 64c; 5 for \$1.00; 10 for \$1.90

### Prices

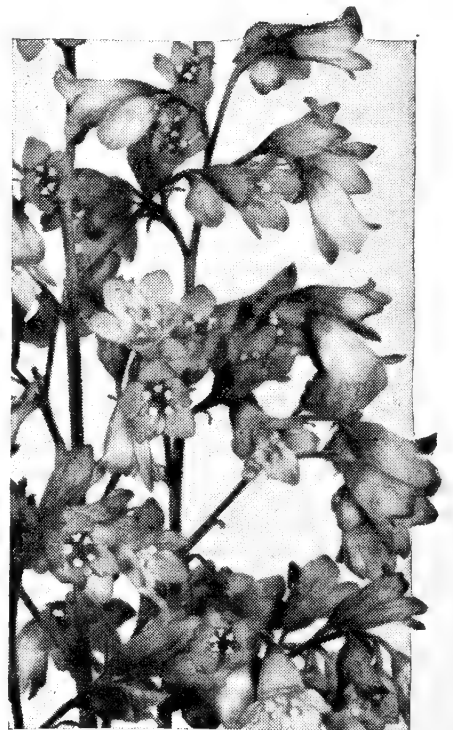
All plants above and below.

(Coral-bells, Midget Hedge, Blue-Fringed Daisies, Ghost Plant, and Hibiscus.)

1 .....	32c
2 .....	54c
4 .....	98c
6 .....	\$1.42

### Coral-Bells

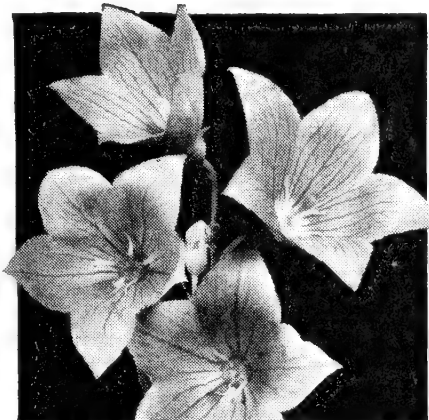
(Heuchera Sanguinea.) Bright crimson flowers; erect stems, 12 to 18 inches high. Long June to September blooming period. Rich green, beautiful foliage. Plant 12 to 15 inches apart in moist rich soil; sun or shade. Field-grown. Prices above.



## R. M. Kellogg Co.



# & Hard To Beat

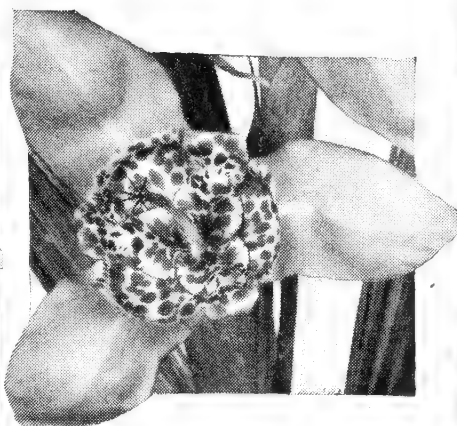


**Bellflower**

(Balloon Flower-*Platycodon*.) Grow 1½ to 2' tall. July-Aug. Hardy. Blue or white your choice. Space 12 in.; ord. soil; ord. moisture; sun or shade. Prices below.

**Daisy, White Swan**

(*Chrysanthemum Leucanthemum*.) When established, produces 15 to 30 pure white flowers per plant. Fine, double, fluffy center. Stems grow to be 24 to 30 in. high. Blooms appear for Memorial Day in most sections and continue throughout June. Hardy. Plant 15 to 18" apart; ord. soil; sun; average moisture. Prices below.



**Tiger Flower**

The flower that will add real, fiery brilliance to your garden.

(*Tigridia*.) Mixed colors only; brilliant reds, whites, pinks—Hybrids. Grow 2 to 3' high. Plant in a group and you will have a beautiful display. Plant 8 to 10 in. apart. Blooms all summer. Take up in the fall, and store like *Gladioli*. Needs well-drained soil; full sun; ord. moisture.

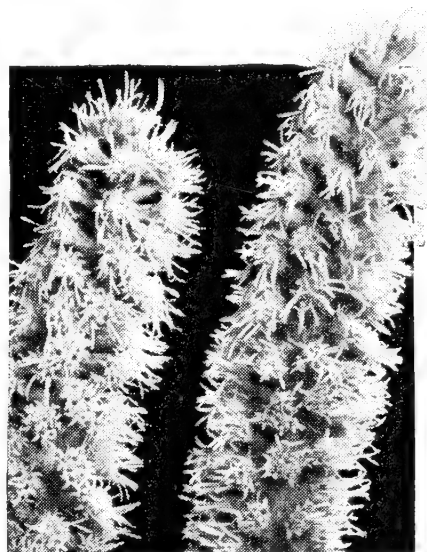
**CULTURAL NOTE:** Plant *Tigridia* bulbs 8" to 10" apart in rows; ordinary soil, well prepared and loosened; ord. moisture. Make rows 12 to 24 inches apart. Prices below.



**Bleeding Hearts**

(*Dicentra spectabilis*). Romance! These flowers, with their little pendants like drops of blood from Cupid's dart, truly speak of romance! Bleeding Hearts are flowers of our grandmother's day. They have charm, quaintness and beauty too. Grow 24 inches high. 18 to 24 in. spread. Blooms in May. Plant 18 to 24 inches apart; moist rich soil; water freely; sun or shade.

**PRICES:** Strong, field-grown plants. 65c each; 2 for \$1.20; 3 for \$1.75.



**Blazing Star**

(*Liatris pycnostachya*.) Fine winter bouquets. Bluish lavender. Blooms July and August. Spikes 4 to 5 feet tall. Hardy. Space 10 to 12 inches; well-drained soil; moderate moisture; sun or shade. Field-grown. Picture and prices above.

**Shadyside Spurge**

(*Pachysandra terminalis*.) Dense masses of lustrous green leaves. Trailing vine 12 in. high. Thrives under evergreens, anywhere. Nearly evergreen. Plant 8 to 10 inches apart; thrives in any soil; shade, water liberally. Prices above.

## Prices

All perennials above and below.

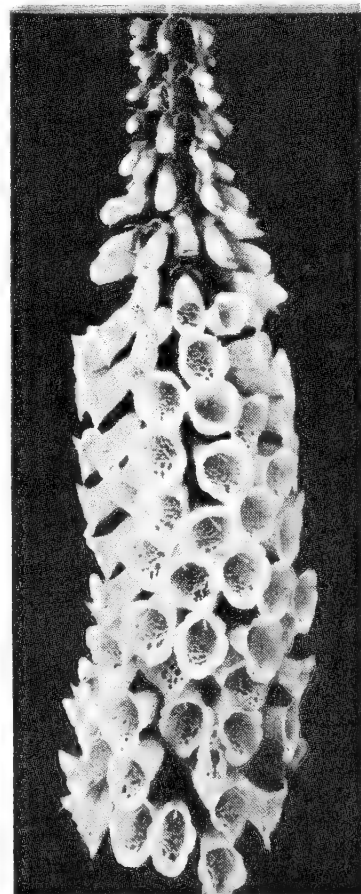
(Tiger Flower, Bellflower, White Swan, Daisy, Blazing Star, and Spurge.)

Each .....	\$0.32
2 for .....	.54
4 for .....	.98
6 for .....	1.42

## Foxgloves

(*Digitalis*.) These beautiful flowers should be in every garden. These are strong, vertical Shirley Hybrids with wide color range; white, shell-pink, rose, etc. Mixed colors only. Grow 3 to 4 ft. high; spread 8 in. or more. Blooming season about July. Plant early.

**PRICES:** 3 for 64c; 5 for \$1.00; 10 for \$1.90

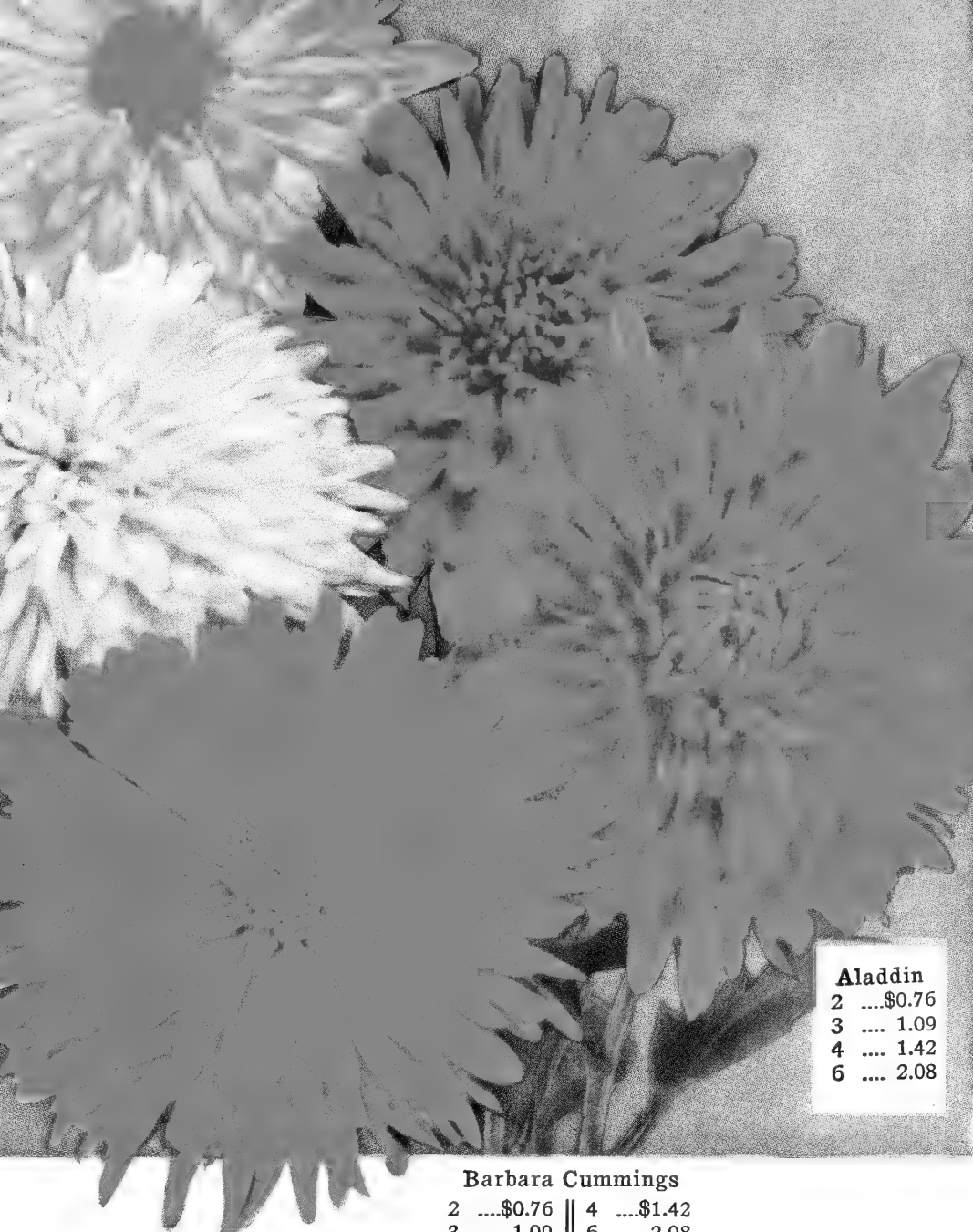


## Plant Early

For best results, order Canterbury Bells and Foxgloves early and plant them as soon as received. They will be sent at your proper planting time.

**Three Rivers, Mich.**

**R. M. Kellogg Co., Three Rivers, Michigan**



# 8 Large-Flowering Mums \$2.<sup>15</sup>

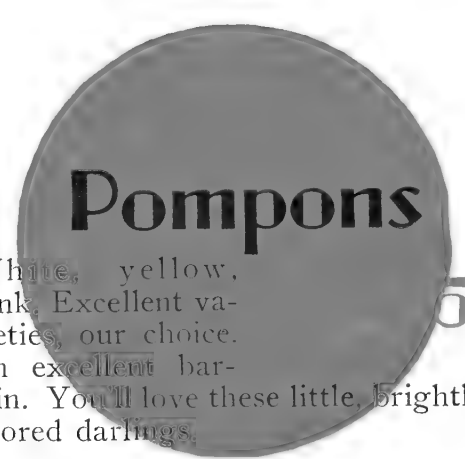
With Barbara Cummings and Aladdin.

At least one Barbara Cummings and one Aladdin included, picture and prices at left. For the others, you will receive excellent varieties, but unlabeled, our choice, in colors shown, strong, pot-grown plants.

Note: Barbara Cummings or Aladdin may be bought separately at prices shown.

Aladdin	
2 ....	\$0.76
3 ....	1.09
4 ....	1.42
6 ....	2.08

Barbara Cummings	
2 ....	\$0.76    4 .... \$1.42
3 ....	1.09    6 .... 2.08



White, yellow, pink. Excellent varieties, our choice. An excellent bargain. You'll love these little, brightly-colored darlings.

## New Spoon Chrysanthemums 3 Plants for \$1.<sup>06</sup>

These flowers are so delightfully unique, that you are going to want them in your garden, and you really should have them. The form is entirely different from that of ordinary Chrysanthemums, each petal being spoon-shaped but at the same time all grouped together as a flower they are beautiful. Actually the dainty petals are tubular in shape, but flare at the ends, giving the spoon effect. We have them in the three most popular colors, Pink, White, and Yellow.

**PRICES:** Your choice of color, plants out of 2 in. pots.

1 for \$0.42	◆	3 for \$1.06
2 for .74		6 for 2.02





It's Red!



The color spot above is about the shade of Sam Williston. Its great masses of blooms make a gorgeous, flaming display.

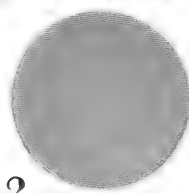


*Good  
News!  
It's  
Red*

*We're Sorry!*

Please don't blame us for not showing Sam Williston in color. Yes, it is worth showing in color, but War time conditions stopped us from doing so.

## *New Red Chrysanthemum* **Prof. Sam Williston**



Who wants a red "Mum"? Here it is, folks, redder than any Chrysanthemum you have ever seen before. Not a dull maroon or wine color, but RED.

For years breeders have been trying to produce a Chrysanthemum they could really call red, and now we believe that we have it. Prof. Sam Williston really is red, a dark red, almost clear. In fact, there are not very many flowers that are redder. The centers are an attractive yellow that sets off the red petals well. You will like the shape, too. Blooms are semi-double as shown.

### **AZALEAMUM TYPE? WE SPLIT A HAIR.**

Prof. Sam Williston produces an exceedingly large abundance of blossoms. In fact, it is so very close to being Azaleamum type, that it only missed by a hair. Sam Williston's blossoms are produced by hundreds. In fact, you can plant them among your Azaleamums, and you will hardly notice the difference. We recommend planting them together. They bloom early and for a long period of time, like Azaleamums. **PRICES:** Pot-grown plants: \$1.00 each; 2 for \$1.90; 4 for \$3.70; 6 for \$5.50.

**R. M. Kellogg Co., Three Rivers, Michigan**



## *Hundreds of Blooms*

Owners find our claims of 600 blooms first year, or more, to be true. To those who have never seen Azaleamums it seems unbelievable, but read what customers say: Mrs. Lustenburger, Miss. says that despite poor soil, heat and drought, her Azaleamum grew to a large bush covered with hundreds of lovely flowers first year. J. L. Sigmund, Pa. reports—"I tried to count the blooms but got lost!" G. A. Bernard, Ill., writes—"You may say 600 flowers. I'll bet there are 1,000 flowers on a single plant."

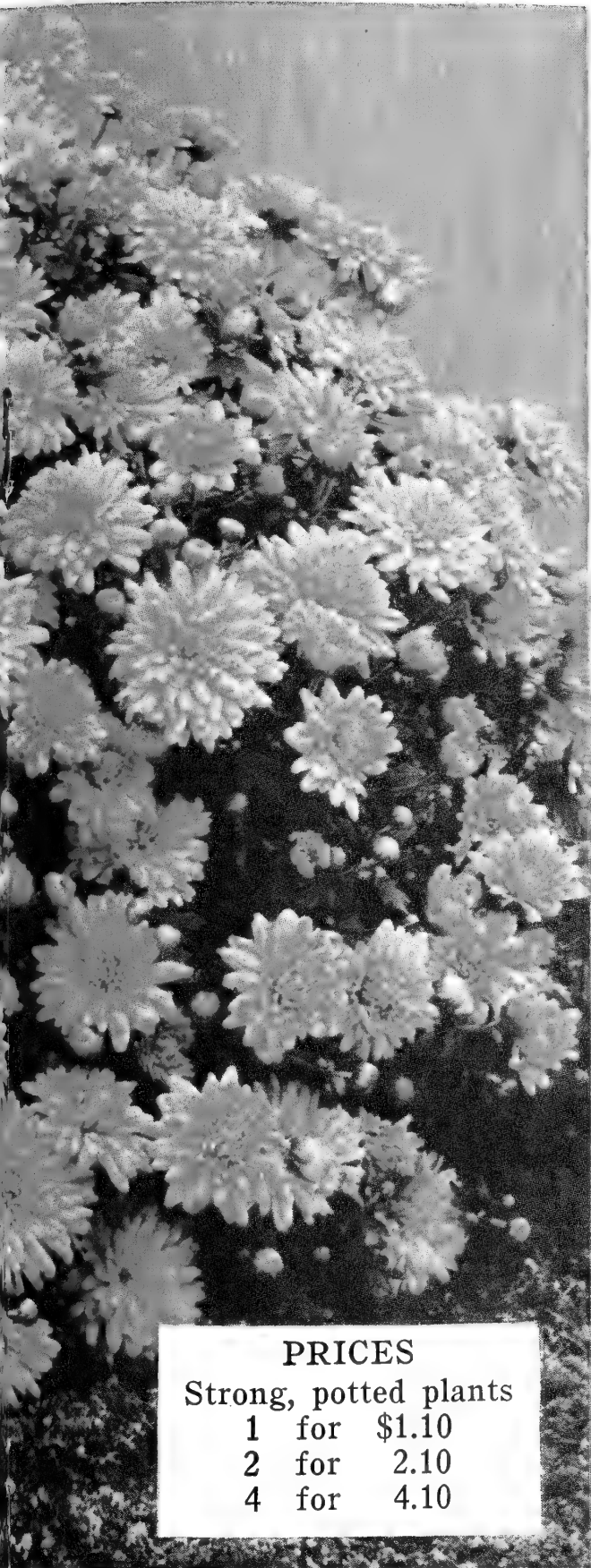
This Azaleamum seems to shimmer and glimmer in the sun like a magnificent jewel, when covered with its hundreds of blossoms; these first appear in August, and continue until stopped by heavy frost.

Summer Sunset is one of the newer additions to the family of Azaleamum-type plants, a variety of exceedingly rare and rich coloring, not a single color alone but a mixture of colors in a beautiful opalescent effect. You have been enthusiastic about Azaleamums in the past. They have aroused the admiration and envy of your neighbors. Now you will welcome this new variety with open arms.

## **FRIENDS ADMIRE**

Do you want your friends and neighbors to exclaim in wonder? Do you want them to envy your garden and admire it? Do you want a flower that is really new and more beautiful? If so, order Summer Sunset.





# TRADE MARK Azaleamum

## *Summer Sunset*

### Opalescent

No single plant can show the glory of Summer Sunset, because it varies in shade throughout the season. We selected a plant that was predominate in rich orchid. At the same time there were others that predominated in golden yellows and apricots, some that were predominately orange, and others with a mixture of shades. Summer Sunset is a continual surprise to you. It does not tire you with one color alone, but has a variety of colors, and each color is glorious and beautiful.

Very early blooming, will start about the first of August or earlier, depending upon the season.

Prices: Strong-potted plants.

1 for.....\$1.10    2 for.....\$2.10  
4 for....\$4.10

**PRICES**  
Strong, potted plants  
1 for \$1.10  
2 for 2.10  
4 for 4.10

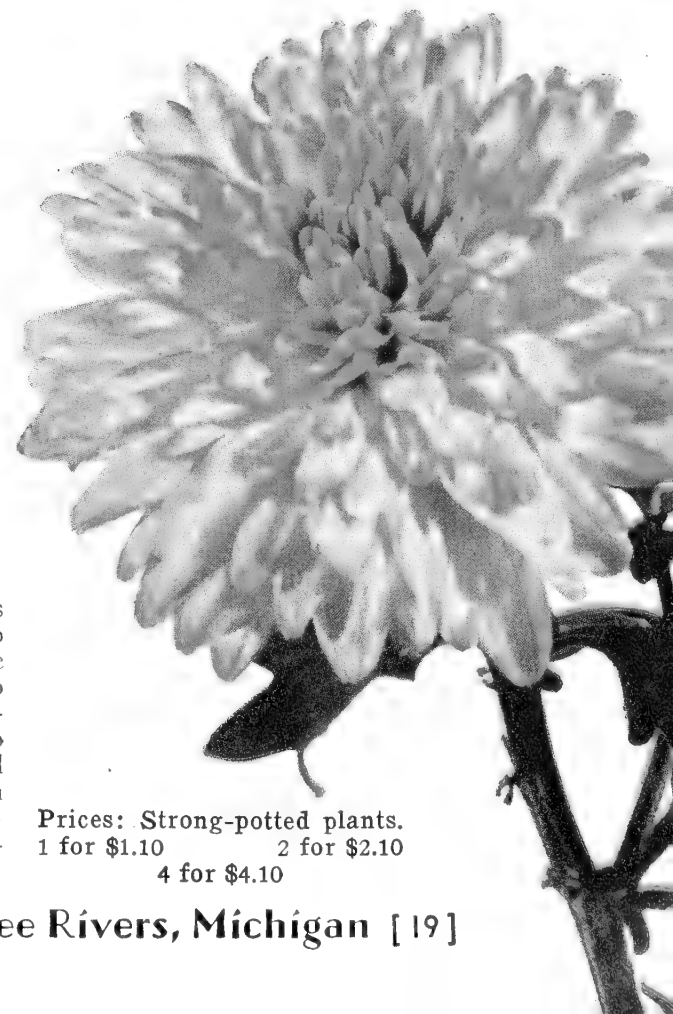
### How Pretty!

The buds are a rich red just before opening, giving an amazingly beautiful contrast with the open flowers and dark green foliage. This picture shows fully open flower.

### Opalescent!

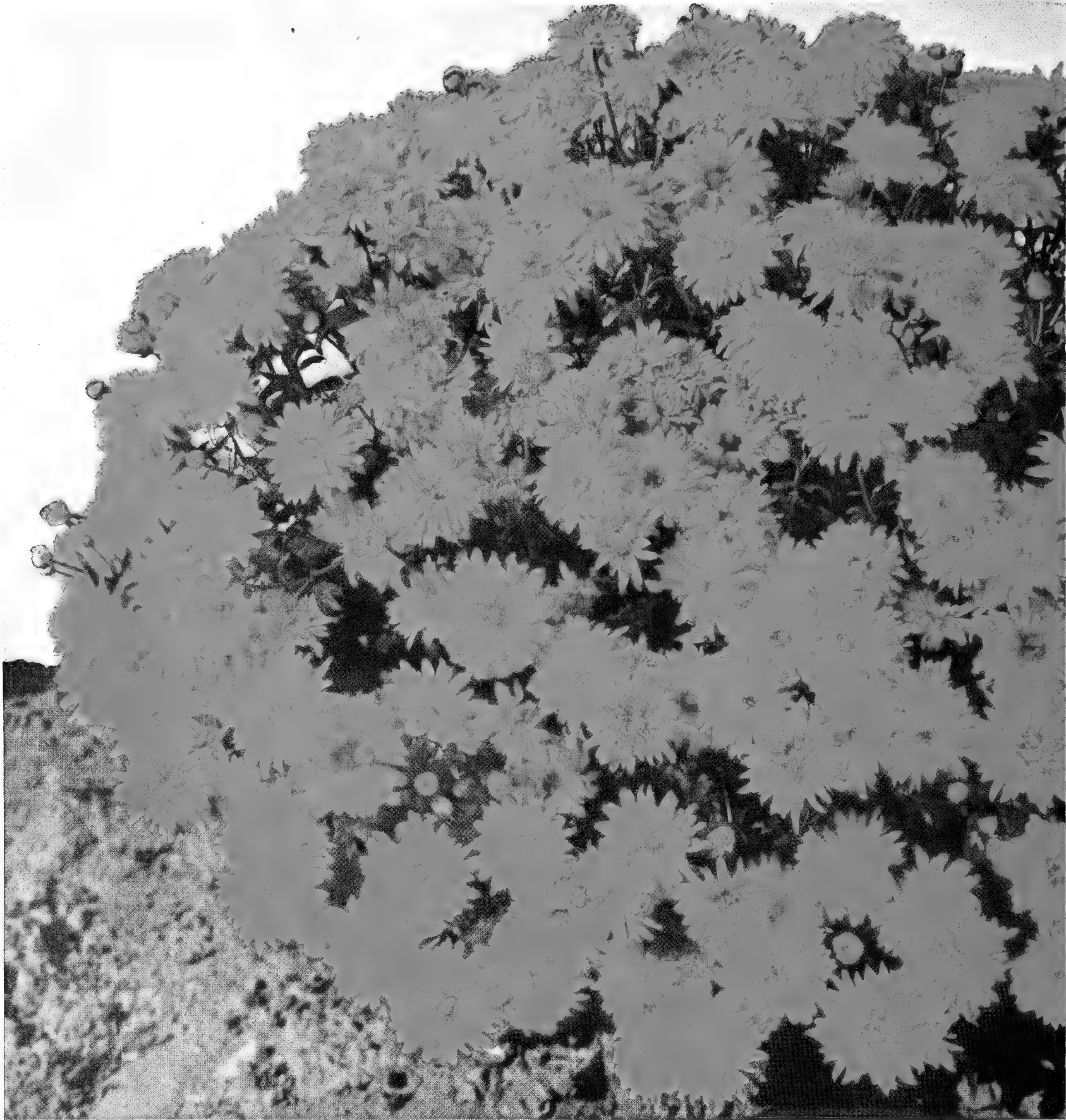
Summer Sunset flowers vary from rich apricot to light orange, and as the season advances, turn to buff or fawn, then gradually to a suffusion of deep rose or coral, underlaid with mauve or orchid. Can you imagine the beautiful effect of so many harmonizing colors?

Prices: Strong-potted plants.  
1 for \$1.10    2 for \$2.10  
4 for \$4.10



***Hardy and Healthy***  
All Azaleamums are hardy—live through hard winters. All are healthy. All vigorous growers.  
We ship small 2½ in. pot-grown plants and it seems almost unbelievable that they can reach such large size, but they do. At first they seem stationary, but they are busily developing root growth underground; and in early July, new shoots appear. These develop rapidly, forming the large plants shown above.

R. M. Kellogg Co., Three Rivers, Michigan [19]



## **Better Form • Bigger Flowers** **Beautiful Color • Extra Hardy**

Above is a plant of the new "Summer Gold" Azalea-mum. Wouldn't you just love to snip a few beautiful blooms for your table? You could too, without noticeably injuring its beauty, because the flowers are produced in such wonderful abundance that a dozen or two would not be missed.

Inclined to be more upright than the older varieties, but often will be so completely covered with the large, heavy blooms, that they have to cover the sides of the plant to find room. That's what this plant has done. Isn't it beautiful? Wouldn't you love to have it in your garden?

**PRICES:** Pot-grown plants, \$1.10 each; 2 for \$2.10; 4 for \$4.10.





# TRADE MARK Azaleamum

Plant Patent No. 598

## "Summer Gold"

This new Summer Gold, only recently introduced, has **LARGE FLOWERS**—often nearly 3 in. across or more—beautifully shaped, beautifully colored. New Azaleamum Summer Gold is the start of a new large-flowering group of Azaleamums. The older varieties have beauty, yes. They are gorgeous, too with their hundreds and hundreds of blooms, and it almost seems that they could never be improved, but the New Azaleamum Summer Gold is proof that they can. Order Summer Gold this year, and have a garden that stands out superior to any other in your neighborhood. Summer Gold Azaleamum is new in coloring, new in size, new in plant form.

### Bouquet-Type Blooms

Their blooms look "swell" in your garden, or as cut flowers. Snip them off and put them in a vase; they'll be beautiful. You'll not miss them from your garden, for they are produced by hundreds. Picture shows the beautiful form and size, at left.

### We Still Say 600

Do our pictures of Azaleamums seem exaggerated? Here is a letter from Geo. Meyer of Pa.: "You advertise those Azaleamums as having 600 blooms. Sorry, I haven't had time to count the blooms on these I have, because I believe instead of 600 as you advertise, mine has 6,000 blooms."

Prices: 1 for \$1.10  
2 for \$2.10  
4 for \$4.10

### Early Blooming

Often, Azaleamums will give you some blooms in July, and often they are producing in abundance in Aug. By Sept. they should be completely covered with blooms. They are indeed a glorious sight at this stage, and will give you such beauty as no other flower can give. Many customers report far more blooms per plant than we claim. Why not see what you can do?

### Hardy Perennials

All Azaleamums are hardy perennials—live through difficult winters. They bloom even better the second year than the first.

However, it is best to give them some winter protection. After the tops have been deadened by frost, in the fall, cut them down and let fall over roots. Then add a layer 6 to 8" deep of some good strawy material. Leaves should be applied thinner if used, as they smother if applied too thickly. Only a little care like this will bring your Azaleamums successfully through most any winter.

### Important!

The word "Azaleamum" is our trade-mark, and must not be used by any other firm or individual in selling plants of any kind. Most of the varieties of Azaleamums are patented, or patent applied for, and cannot, therefore, be propagated asexually for resale.

### Important!

Azaleamums belong to the Chrysanthemum family, but have a peculiar habit of growth similar to that of Azaleas, hence are trade-marked Azaleamums. They are not related to Azaleas. In fact, they are far more beautiful than Azaleas; they have more blossoms; and they bloom over a far longer period of time. Each plant is a whole garden in itself.

### Bargain!

You'll like both Summer Gold and Summer Sunset—so here's a special for you.

2 Summer Gold.....	\$2.10
2 Summer Sunset.....	2.10

Total Value.....	\$4.20
Special Price.....	\$3.99

R. M. Kellogg Co., Three Rivers, Michigan

These flowers have such beauty, that it will be many years before superior varieties are found. See the picture below of the pink variety in full bloom. The five other varieties whose flowers are shown at right produce blooms in similar fashion. Azaleamums are the cheapest flowers you can grow. Often 600 or more blossoms the first year, more the second year. Plants reach full size in Sept. But many bloom in August and some in July.

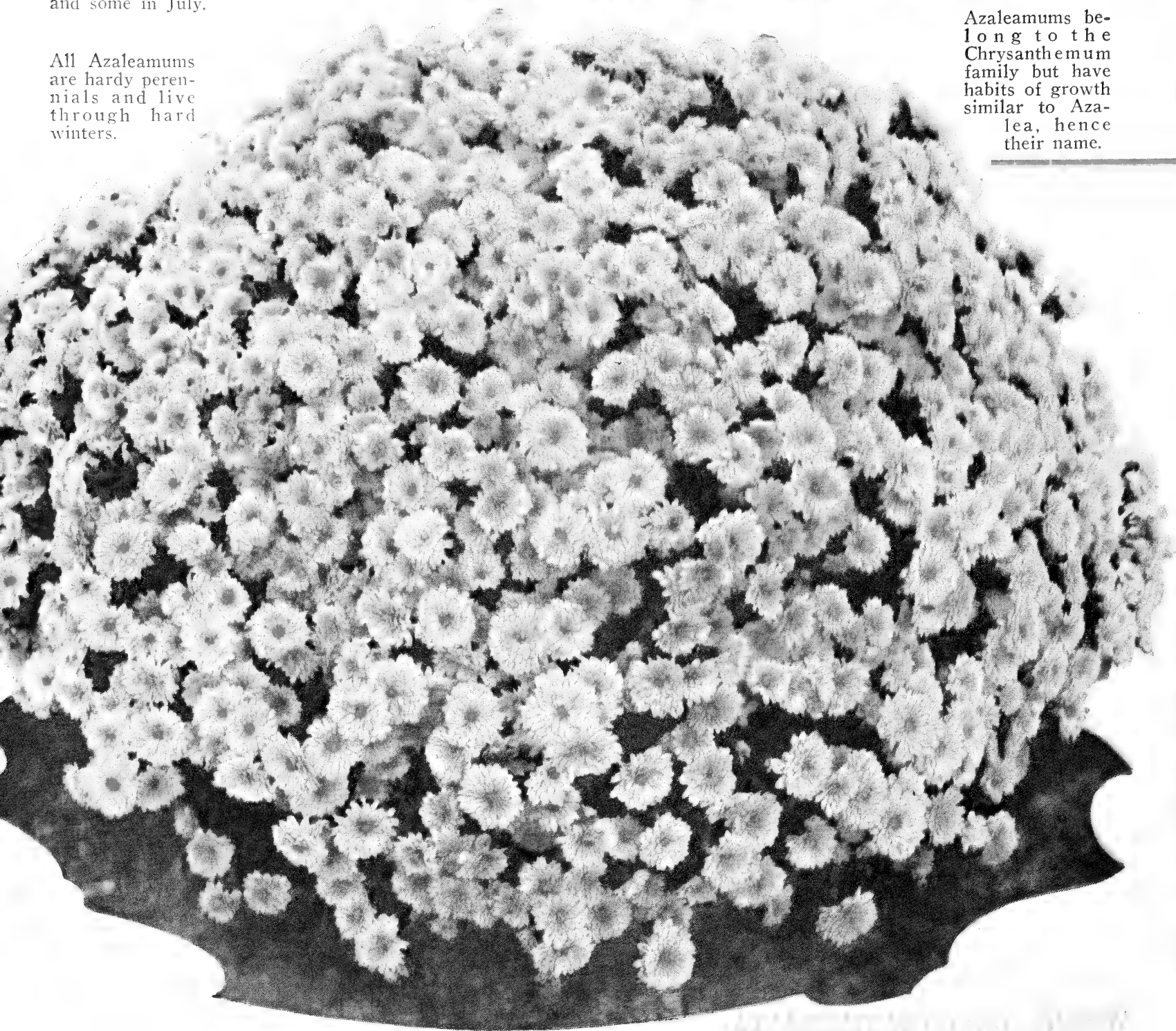
All Azaleamums are hardy perennials and live through hard winters.

# Azaleamum

TRADE MARK

The word "Azaleamum" is our trademark and must not be used by any other firm or individual in selling plants of any kind. Most varieties are patented or patent applied for.

Azaleamums belong to the Chrysanthemum family but have habits of growth similar to Azalea, hence their name.



The wonder is that any plant can produce flowers in such amazing abundance, and yet with blooms that are so beautiful. These flowers are just as pretty as many that produce only a few to a plant, yet they come by hundreds. Each variety produces a plant like the one above. See further descriptions at right.

**PRICES:** Any variety shown on these two pages, strong pot-grown plants with ball of earth on roots.

1 for \$0.85		3 for \$2.35
2 for 1.60		4 for 3.10

This was the first of the now famous Azaleamum family, and remains one of the most beautiful. Every order should include at least one of these beautiful plants. Flowers open deep orchid-pink, then change to light orchid with creamy center. Has a record of nearly 3,000 flowers on one plant the first year. **Hardy!**



# Bargains

Here are some specially made bargain offers to save money for you.

## 4 Pretty Pairs

Azaleamums are pretty in pairs.

2 Azaleamums—Bronze Beauty...	\$1.60
2 Azaleamums—Magic White....	1.60
2 Azaleamums—Golden Wonder	1.60
2 Azaleamums—Santa Claus.....	1.60

Total Value .....\$6.40

**SPECIAL PRICE.....\$5.85**

## All 6

# \$4.50

How would you like one of each of the six varieties shown and described on these two pages? We will send you one of each Azaleamum described for the special price of \$4.50.

## Six Beautiful Colors

The pictures below show individual blooms of the five varieties listed here.

**PRICES:** Any variety shown on these two pages, pot grown plants:

1 for \$0.85		3 for \$2.35
2 for 1.60		4 for 3.10

(2) **Dean Kay.** Blossoms of Dean Kay are about 2" across and more uniform in color than others. Long, sturdy stems; strong healthy foliage exceptionally hardy. Plants get 2½ to 3' tall. Often 3' to 4' across. More upright than the others.

(3) **Santa Claus.** Grows somewhat taller than the others and is **ONE OF THE MOST HARDY.** Easy to grow.

(4) **Azaleamum, Magic White.** (Plant Patent No. 204.) Blossoms first open very delicate pink, then turn white with faint yellow center.

(5) **Azaleamum, Golden Wonder.** (Plant Patent No. 368.) Flowers are

beautiful golden yellow as shown and are produced in great masses. Get 3' to 4' across and 1½ to 2' tall. Hundreds of blossoms open at one time. Starts blooming in August; and continues until frost. **HARDY!**

(6) **Azaleamum, Bronze Beauty.** (Plant Patent No. 205.) Flowers appear in a variety of beautiful bronze shades. First they are warm, rich, red-bronze which soon turns to a bronzy yellow with red-bronzed center, then later the flowers lighten to a beautiful golden shade. All these colors are on the plant at one time, giving a delightful effect. Later all the flowers turn to bronzy yellow.

1 for \$0.85		3 for \$2.35
2 for 1.60		4 for 3.10



Plants furnished are out of 2½ inch pots, and are easy to plant.

**PRICES:** Strong, pot-grown plants with ball of earth on roots.

1 for \$0.85		3 for \$2.35
2 for 1.60		4 for 3.10



## 4 Windflowers \$1.50

(Anemone Japonica). We'll bet you can't have these lovely flowers in your garden without falling in love with them. Their daintiness, their delicate coloring, and their winsomeness will win you surely. And don't forget, they bloom in the fall when you need all the flowers you can get—masses of blooms from September to November. They grow 2 to 3 feet high. Plant 15 inches apart; moist rich soil; water; prefer shade but also grow well in sun. Four varieties:

Rubra ..... Red  
 Queen Charlotte .. Pink  
 Whirlwind ..... White  
 Princess Charming ....  
 ..... blended shades of  
 lavender

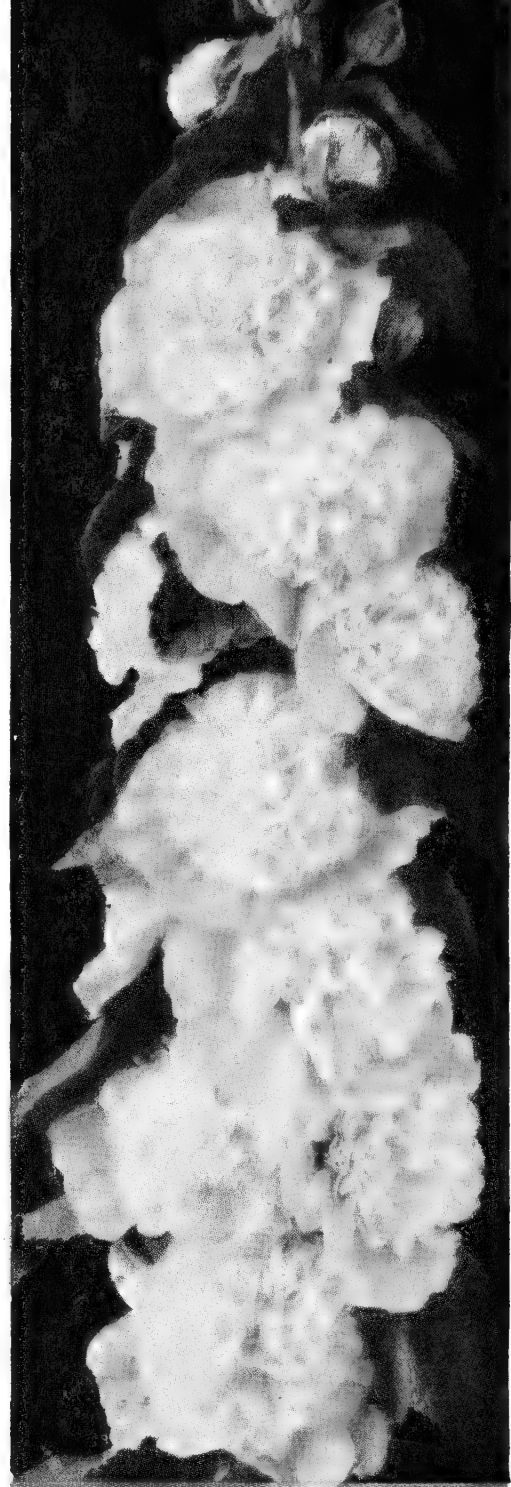
Prices: 45c each; 2 for 80c; 3 for \$1.15; 4 for \$1.50; strong pot-grown plants with ball of earth on roots, your choice of varieties.

**Bargain!**

2 Rubra .....\$0.80  
 2 Queen Charlotte .80  
 2 Whirlwind ..... .80  
 2 Princess Charm .80

Total Value...\$3.20

**Special Price...\$2.90**



## Double Hollyhocks

PRICES  
 30c each  
 2 for 50c

**6-\$1.30**

4 ....\$0.90  
 5 .... 1.10  
 12 .... 2.50

(Althea Rosea.) These roselike, double Hollyhocks scarcely look real, they are so pretty. A wonderful background. Hardy, easily grown, mammoth flowering, beautiful! Bloom June and July. We send you an assortment of pink, red, white, lilac and yellow, or you may choose colors. Prices above.

## Astilbe Peach Blossom

(Astilbe japonica rosea.) This is the beautiful Peach Blossom variety. The panicles are 8 to 10 inches long, and blush charmingly with a delightful shade of pink. Bloom June and July. 1½ to 2 feet tall. Plant 15 to 18" apart in moist rich soil; water; sun or semi-shade.

PRICES: \$.55 each; 2 for \$1.00; 4 for \$1.90.



# New! Shasta Daisy Honeymoon

If you like flowers that are huge, plant the new Shasta Daisy, Honeymoon. Its blooms are up to 5 in. across, or even more. And, it is a pure brilliant white that will gleam like newly fallen snow in your garden. Centers golden yellow with fringes of green showing through; very pretty!

Petals overlap, intensifying the gleaming white, and the large abundance of blooms make it massive in your garden. Blooms from June 30 to Aug. 31. Hardy. And it's new.

Foliage rich green, upright, healthy. Grows 24 to 30" high. Order now. Supply limited.

**PRICES:** || Field-grown plants  
1 for \$0.75 || for early ship-  
2 for 1.40 || ment: pot-grown  
4 for 2.70 || for late shipment.



# New! Heliopsis Apollo

Here, you lovers of yellow, is a flower as brilliant as an Oriole, and as rich in coloring. Apollo will really make your friends exclaim with delight! It will make your garden really brilliant.

Blooms almost perfectly round, petals overlapping. Centers rich brownish yellow. Blooms from Aug. 1st or earlier to frost. Foliage dark green, robust and healthy. Hardy. Grows 20 to 24 inches high.

**PRICES:** Field-grown plants for early delivery; potted plants for late shipment.

1 for \$0.60  
2 for 1.10  
4 for 2.10



# Order Your Shrubbery Early



This season, we begin a new practice regarding shipment of shrubbery. Recently we have been making tests with early shipment of shrubbery, and find that shrubbery can stay in the package for weeks before being planted. Accordingly, your shrubbery will be shipped early and you will leave it in the package until time to plant. The advantages are:

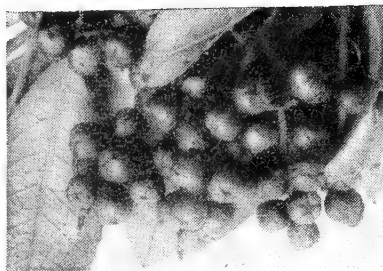
1. You will have the shrubbery on hand ready to plant at the earliest planting time—better results.
2. Your order will be packed by our skilled help.



## Shipment in March

With so many of our men in the Services, we do not have enough skilled help for both outside and inside work during our shipping season. Accordingly, shrubbery will be shipped in March, so that it can be packed by our skilled year-round men. After about April 1st, these men must go into the nursery, and will not be available for packing. Shrubbbery requires more skill than the smaller orders, hence this plan. Please send your shrubbbery orders early. We reserve the right to refuse shrubbbery orders after April 1.

# Favorite



## FLOWERING ALMOND

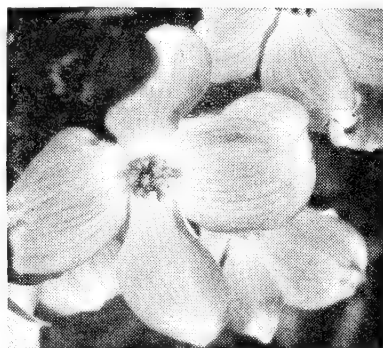
(*Prunus glandulosa sinensis*.) Covered with double pink blooms. May. Grows 4 to 5' high. Hardy. Plant 4 to 5' apart; in ord. soil; ord. moisture; sun or part shade.

**PRICES: 1½-2' plants**  
 1 — \$ .85 || 3 — \$2.35  
 2 — 1.60 || 4 — 3.10

## Christmas Berry

(*Photinia villosa*.) Grows 8 to 12' high. Shiny green foliage; turns yellow in fall. Flowers white. Blooms in June. Brilliant red berries cut in early winter for bouquets. Plant 4 to 5' apart in ord. soil; water freely; sun or shade.

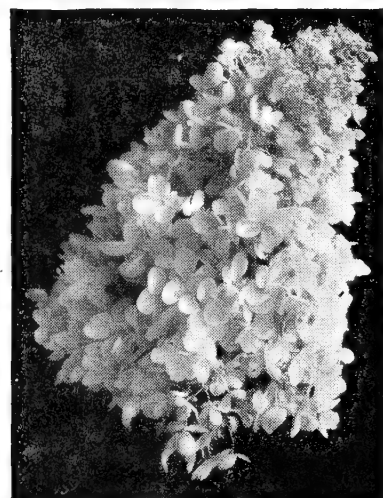
**PRICES: 1½ to 2 ft. stock.**  
 1 for \$1.00 || 4 for \$3.70  
 2 for 1.90 || 6 for 5.50



## White Dogwood

(*Cornus florida*.) Beautiful white flowers, April-May before leaves. Grows 20'. Summer foliage, deep green; bronzy-red in fall. Space 10' to 12' in good soil; ord. moisture; sun or shade.

**PRICES: 3 yr., 2'-3' plants.**  
 1 for \$1.00 || 4 for \$3.70  
 2 for 1.90 || 6 for 5.50



## BEAUTY BUSH

(*Kolkwitzia amabilis*.) Famed for its beauty. Masses of delicate pink flowers, May-June, gracefully drooping. Grows 5 to 8'. Plant 4 to 5' apart; ord. soil; ord. moisture; sun or part shade.

**PRICES: 1½-2' plants**  
 1 — \$ .90 || 3 — \$2.50  
 2 — 1.70 || 4 — 3.30

## BURNING BUSH

(*Euonymus europaeus*.) Grows 15 to 20'. Plant 5 to 6' apart; ord. soil; ord. moisture; sun or part shade.

## EUROPEAN CRANBERRY

(*Viburnum opulus*.) Spreading bush, white flowers, scarlet fruit. 10 to 12' high. May-June. Plant 5' apart; ord. soil; water freely; sun or shade.

## DEUTZIA, PRIDE OF ROCHESTER

(*Deutzia scabra*.) White double flowers tinged with rose. June. 6 to 8' high. Plant 5' apart; ord. soil; ord. moisture; sun.

## GOLDEN BELL

(*Forsythia spectabilis*.) Yellow blossoms, early spring before foliage. 8 to 10' tall. Hardy. Plant 5 to 6' apart; ord. soil; ord. moisture; sun or part shade.

## PINK TARTARIAN HONEYSUCKLE

Bushy and upright, 8 to 10' high, pink blossoms, red fall berries. Plant 5' apart; ord. soil; ord. moisture; sun or part shade.

## WEIGELA ROSE

(*Diervilla*.) Blossoms bright pink; great abundance. June. Rapid grower. 8 to 10' high. Plant 5' apart; ord. soil; ord. moisture; sun or part shade.

## HYDRANGEAS, P.G.

Immense panicles of blooms. Perfect hardiness. Beautiful in the fall. Pinkish white blooms make fine winter bouquets. 5 to 7' tall. Prune severely each spring. Plant 3' to 4' apart; in rich soil; water very freely; sun.

## Prices

All shrubs directly above excepting Fl. Almond and Beauty Bush.

1 for \$0.75 || 3 for \$2.05  
 2 for 1.40 || 4 for 2.70



# Shrubbery

## SWEET SHRUB

(*Calycanthus floridus*.) Shiny green leaves, aromatic, chocolate brown flowers; May-June. 6 to 8' high. Space 4 to 5'; ord. soil; ord. moisture; sun or shade. Plants furnished 1½ to 2 ft.

## GOLDEN SYRINGA

(*Philadelphus aureus*.) Grows 4 to 5'. Fragrant, white blooms. Space 2½ to 3'; ord. soil; ord. moisture; sun.

## RED WEIGELAS

(*Weigelia, Eva Rathke*.) Graceful, drooping branches. June till fall. Crimson flower sprays. Grows 5'; good soil; ord. moisture; sun or part shade.

## GOLDEN ELDER

(*Sambucus nigra aurea*.) Golden foliage; white flower heads; purple fruit. Grows 8 to 10'. June. Plant 5 to 7' apart; ord. soil; ord. moisture; sun or shade.

## FLOWERING QUINCE

(*Chaenomeles lagenaria*—*Cydonia japonica*.) A scarlet blaze, early spring before leaves. 6 to 8' high. Space 4'; ord. soil; ord. moisture; sun or part shade.

## RUSSIAN OLIVE

(*Elaeagnus angustifolia*.) Silvery foliage. Grows 15 to 20' high. Space 6 to 7'; ord. soil; ord. moisture; sun or part shade.

## OLD-FASHIONED SNOWBALL

(*Viburnum opulus sterile*.) Immense globular flower clusters. May-June. 10 to 12' high. Plant 5' apart; good soil; ord. moisture; sun or shade.

## RED IMPROVED SNOWBERRY

(*Symphoricarpos Chenaulti*.) Pink and white flowers. June, then loads of large coral-red berries. 5 to 6' high. Plant 4 to 5' apart; ord. soil; ord. moisture; sun or shade.

### Prices

All Shrubs directly above:

1 for \$0.75 || 3 for \$2.05  
2 for 1.40 || 4 for 2.70

**SPIREA VAN HOUTTEI** (Bridal Wreath.) Masses of white blooms in May. Beautiful drooping effect. 8' high. Plant 5' apart in ord. soil; ord. moisture; sun or part shade.

**PRICES:** 1½' to 2'—3 yr. plants. 50c each; 2 for 90c; 3 for \$1.30; 4 for \$1.70; 6 for \$2.50.

**PRICES:** 2 to 3', 55c each; 2 for \$1.00; 3 for \$1.45; 4 for \$1.90; 6 for \$2.80.



**SPIREA BILLIARDI** (Pink Spirea.) Grows 5 to 6'. Pink flowers in spikes. July-Aug. Plant 4 to 5' apart in ord. soil; ord. moisture; sun or part shade.

**PRICES:** 2' to 3' plants, 60c each; 2 for \$1.10; 3 for \$1.60; 4 for \$2.10; 6 for \$3.10.



## Smoke Tree

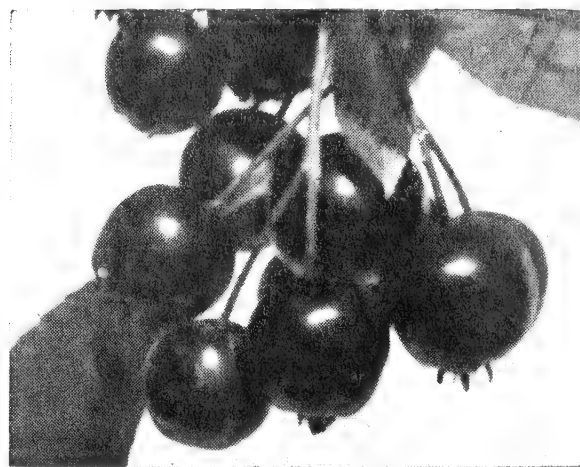
(*Rhus cotinus*—Purple Fringe) Just like a big puff of purple smoke. Grows 8 to 10' high; can be trained for tree or shrub. Glossy green leaves; feathery panicles of flowers. June to Sept. Space 6 to 8'; ord. soil; ord. moisture; sun or shade.

**PRICES:** 1½ to 2 feet

1 .....\$1.25    3 .....\$3.55  
2 ..... 2.40    4 ..... 4.70



## Spireas

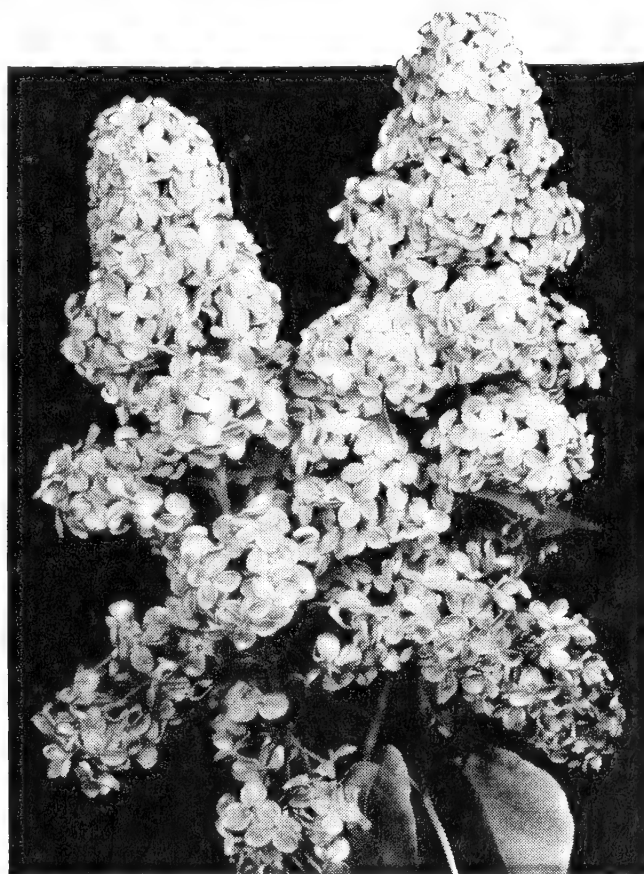


## BRILLIANT FIREBERRY

(*Aronia Arbutifolia brilliantissima*.) Quite magical. Leaves glitter like bronze, and are silvery green below, and the silvery undersides flash and sparkle magically in the breeze. Brilliant, fiery-red berries, fall and winter. Fine winter bouquets. People will ask what your Brilliant Fireberry is, and where you got it. Erect, upright, beautiful in shape, grows 6 to 8' high. Very hardy. Plant 5' apart; ord. soil; water freely; sun or part shade.

**PRICES:** Strong 3-yr. old 18 to 24 in. plants.

1 .....\$0.85    |    3 .....\$2.35  
2 ..... 1.60    |    4 ..... 3.10



## FRENCH LILACS

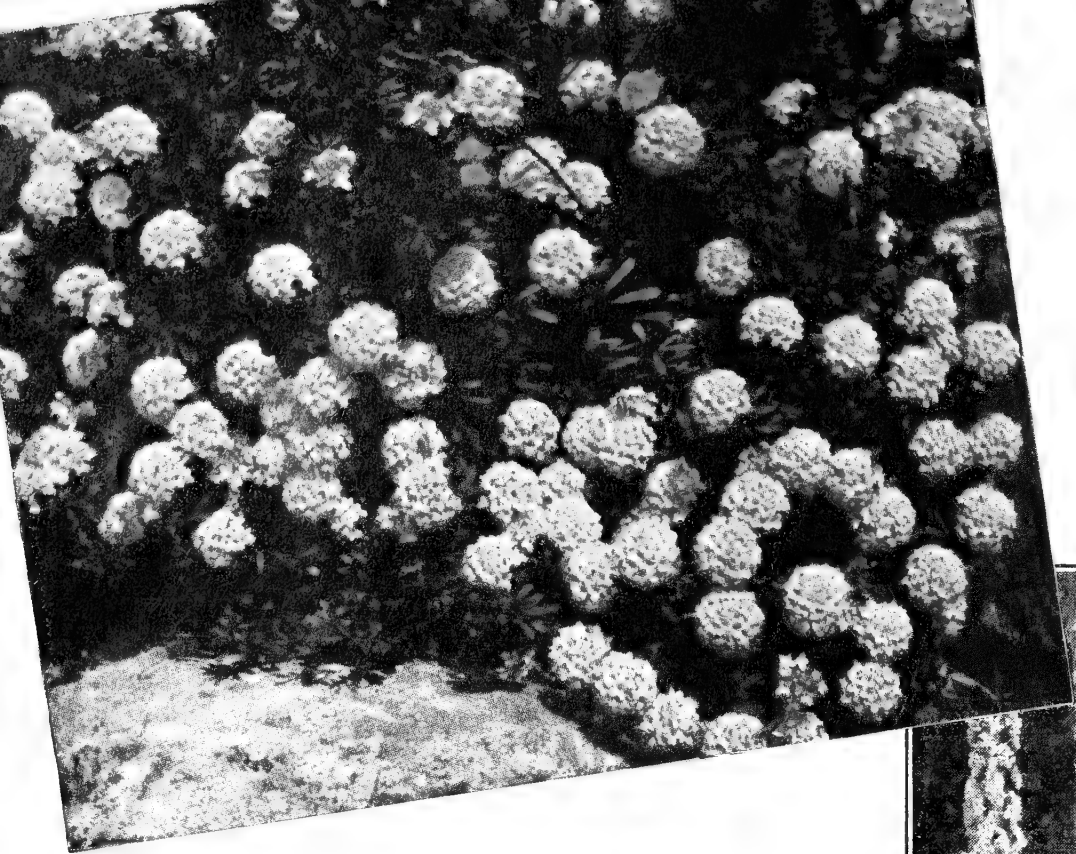
(*Syringa vulgaris* Hybrids.) Beautiful flowers; beautiful foliage; wonderful fragrance; fine in group plantings or hedges. Grow 8 to 10 ft. high. Plant 5 ft. apart; ord. soil; ord. moisture; sun. Red, Pink, White, or Blue.

**PRICES:** 18 to 24 in., 3-yr. unusually fine stock.

1 .....\$0.85    |    3 .....\$2.35  
2 ..... 1.60    |    4 ..... 3.10

# Now-Hardy

Many people feel that they can not grow Garland Flowers and Azaleas, but now they can be had in hardy varieties that will thrive most anywhere that our catalog is regularly sent. Here they are.

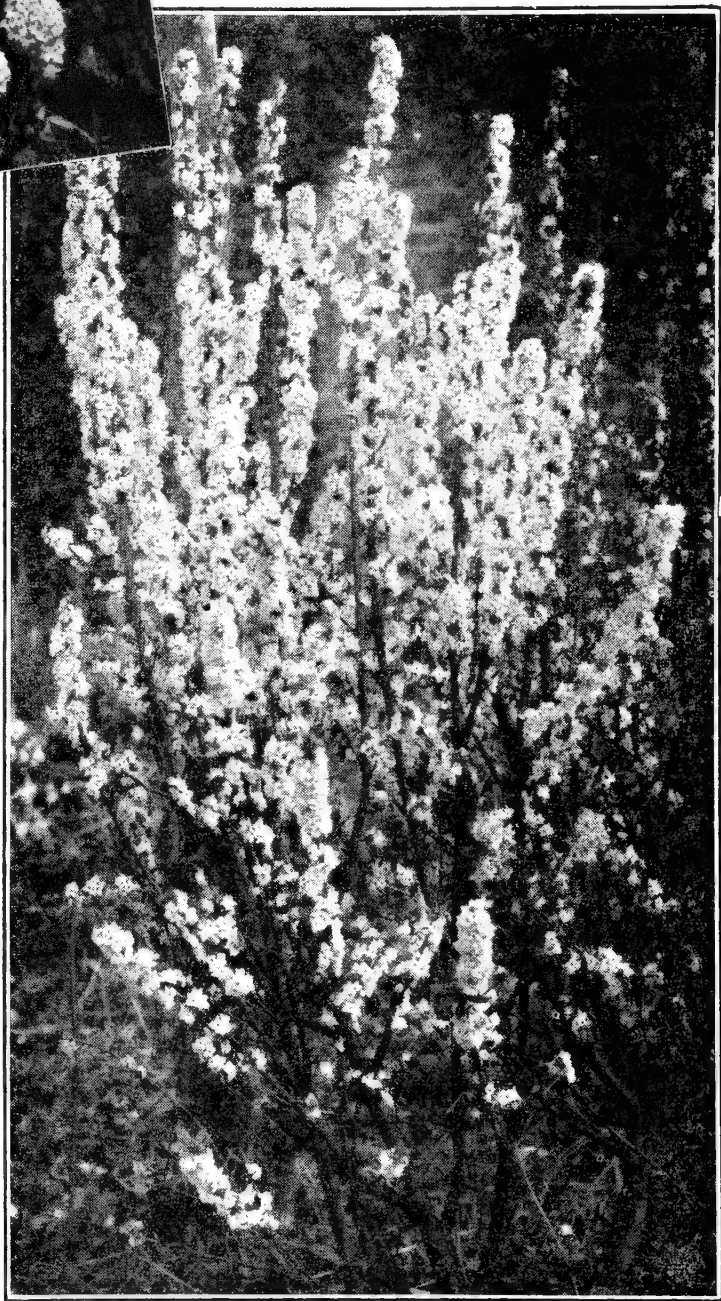


## Garland Flower

(*Daphne Cneorum*.) Few flowers will delight you as Hardy Daphne will. Not only for its beauty, but also for the delightful fragrance and beautiful foliage that is evergreen all winter. Blooms May and some in September, when it is just one big mass of pink delight, and at intervals throughout the summer. Grows 15" to 18" high. Hardy. Plant 2½' to 3' apart; ord. well-drained soil; normal moisture; sun. **PRICES:** 8" to 10" plants, wrapped in peat, \$1.40 each; 2 for \$2.70.

## Winter Daphne

(*Daphne Mesereum*.) Blooms with the early Spring flowers, often in February and therefore is sometimes called February Daphne. In most northern states it can be expected to flower in March. Winter Daphne, like the rest of the family, has a delightful, spicy odor. Blooms are rosy in color. Shrubs at first will be 8" to 10" tall, but reach a height of 3 to 4'. Plants are all four year olds. Plant 3' to 4' apart in good soil; water freely; sun or part shade. **PRICES:** \$1.40 each; 2 for \$2.70.



Shrubs on this page, except Winter Daphne, cannot be shipped until planting time, therefore shipping rule for shrubs stated on p. 26 does not apply.

## Azalea

(*Azalea Mollis*.) This hardy-in-the-north Azalea will add unusualness to your planting and will be a continual delight. Low-growing-beautifully shaped, fine foliage. Burnt orange, yellow, pink, red, or salmon colored flowers in May and June. Hybrids—we cannot allow color choice. Ultimate height about 2½ feet. Plant 2½ to 3 feet apart; good rich soil with good drainage; normal moisture; sun or partial shade.

**PRICES:** Ball of peat on roots, 1 for \$1.30; 2 for \$2.50.

Find What You Want Quickly—See Page 35



# Butterfly Bush

We all love the beauty of Buddleia or Butterfly bush. Not only is it beautiful in itself, but it attracts bevyies of the most beautiful of all insects—Butterflies. Here are three beautiful new varieties.

## Royal Purple

(Propagation Rights Reserved.) One of the newest and most beautiful of Buddleias. The color is a rich glowing purple; the flowers really seem to be lighted from within.

Bush completely covered with long beautiful spikes. Blooms from Aug. until frost. Grows 4 to 5' high. **PRICES:** 1 for \$0.85; 2 for \$1.60; 3 for \$2.35.

## Royal Red

We might have named this amazing Buddleia, "Ruby," for in the sun it actually glows with a dark ruby shade just like the sparkling oriental gems. In the shade it is a deep mysterious wine color. Spikes are well formed, and full to the end. Vigor-

ous and healthy; hardy; but tops die down during Northern winters and revive in Spring. Picture at right shows Buddleia in sunshine or bright light.

**PRICES:** 1 for \$1.05; 2 for \$2.00; 3 for \$2.95.

## Pink Charming

Beautiful 12 to 13 inch spikes of beautiful pink flowers. Hardy throughout the United States. Your friends will admire and envy its beauty. Pick off flower spikes in

July for best blooms in Aug. and Sept. Grows 4 to 5' high. Plant 4 feet apart in sun. Mulch in winter. **PRICES:** 1 for \$0.85; 2 for \$1.60; 3 for \$2.35.

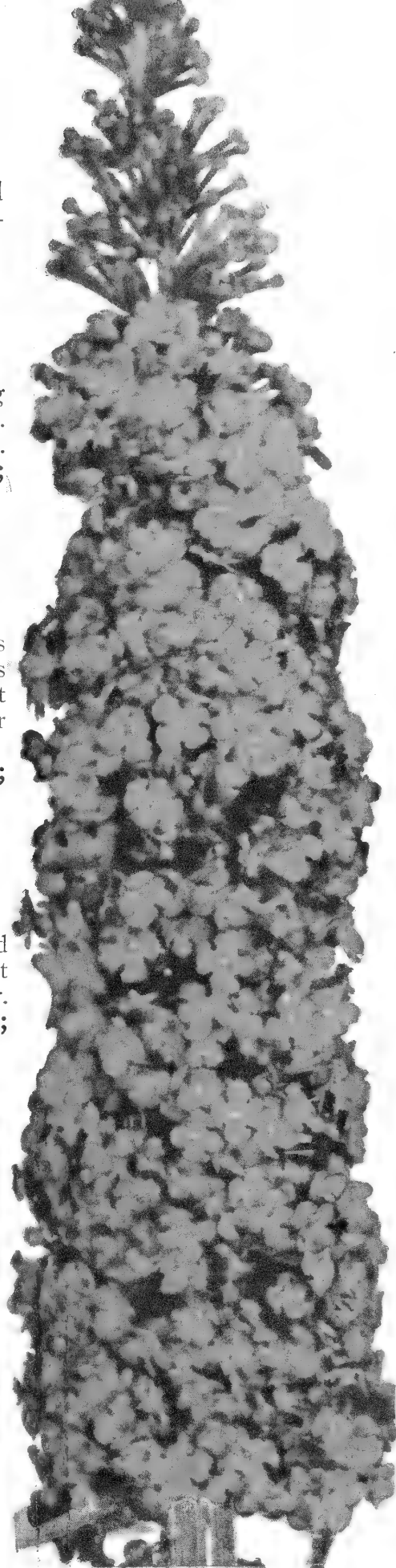


## Tamarix Summer Glow

(*Tamarix hispida aestivalis rubra*.) This beautiful variety of Tamarix blooms during that part of the summer when flowers are most needed, with a great profusion of color—delightful little wine red flowers lining the stems, giving a delightful misty effect at a distance. The graceful gray-green foliage contrasts beautifully with the flowers. Both flowers and foliage are excellent for cut flower work. Plant in ord. soil; ord. moisture; sun or partial shade.

### PRICES

1 for \$1.25  
2 for \$2.40



## Important!

Buddleias are an exception to our rule for March shipping of shrubs, as stated on page 26. We ship field-grown plants in March, but also have pot-grown plants for later shipment.



# Gladiolus Seventh Heaven

**Many good Glads have been originated, but we believe that this one tops them all.**

Now, we have enough bulbs of the amazing new Seventh Heaven "Glad" to show it in color. Had we done so before, we could not have supplied the demand.

We have been careful to show this beautiful flower as accurately as possible, but remember that printed colors are never as lovely as those of the natural flower. You can admire this beautiful picture, then expect something even far more beautiful when your Seventh Heaven blooms.

We will let the picture tell you about the coloring and form of Seventh Heaven. Further, we will say that florets are huge, often measuring 6 inches across or more, and are beautifully placed on tall strong spikes. An amazing thing about Seventh Heaven is that nearly all of the flowers open at once. It makes an amazing display, ten to twelve huge flowers being open.

*Price*  
**\$1.15**  
**Per Bulb**

**2 for \$2.15**

## *Keep 'Em Smiling!*

Win this war and America will continue as a country where happy smiles flourish for you and your children. Buy War Bonds and you aid in the victory. They are excellent investments. How about that new home you have been planning to build? The material will be available after the war, and your war bonds will provide the money. Apply to your local bank or post office for complete details. Make war bond buying a sound, far-sighted habit.





# Kellogg's

## Aristocrat

### Gladioli

**CULTURAL NOTE:** Plant Gladiola bulbs 4 to 5 inches apart in rows; ordinary soil, well-prepared and loosened; ordinary moisture requirements; sun. Make rows 12 to 24 inches apart.

Here are America's best "Glad" varieties. All bulbs furnished are fine large blooming size.

**AMERICA.** Three-foot spike well filled; huge 4" florets, delicate orchid pink.

**ANNIE LAURIE.** Delicate pink. Tall, straight; beautiful arrangement of florets. Mid-season. 3' to 5' tall. Large flowers.

**BAGDAD.** Beautiful smoky blue. Good grower; 4 to 6 ft. tall. Large flowers.

**BETTY NUTHALL.** Lovely ruffled, streaked salmon-pink. Lower petals yellow in throat with beautiful red streaks. Late, tall, large.

**CHAS. LINDBERGH.** Red at edges fading to pink towards center, beautiful sunset throat.

**DEBONAIR.** Beautiful La France—pink with shrimp-pink throat; mid-season; tall; large.

**DREAM O'BEAUTY.** Heavenly red. Darker shades spill from throat; early; medium height; huge.

**MARGARET FULTON.** Half-ripe cherry color. Strong and upright; early; tall; medium flower.

**MARY JANE.** Fine delicate shades of pink, almost white in places, but beautifully shaded to give the effect of pink at short range. Medium height; large flower; mid-season.

**MISS THREE RIVERS.** Beautiful apple green in the throat. Large, ruffled creamy orchid flowers; tall; medium flower; very late.

**MOROCCO.** Rich wine-red liberally streaked with midnight. Velvety; tall; medium flower; mid-season.

**ORANGE WONDER.** Clear rich orange; large; tall; late.

**PEACE.** Snowy white with deep lilac shadings in throat; large; tall; late.

**PELEGRINA.** Beautiful exotic, dark-purple beauty; medium height; medium flower; moderately early.

**RED SPLENDOR.** Very brilliant scarlet with lower petals deep, rich velvety red. Early mid-season; large; medium height.

**SONATINE.** Coral-pink; diffused streaks near center, more decided at edges; large; tall; mid-season.

**DR. F. E. BENNETT.** Peach-red overlaid with scarlet. Mid-season; tall; large.

**DUNA.** Wonderful rosily-blushing cream with purest yellow tinge in throat.

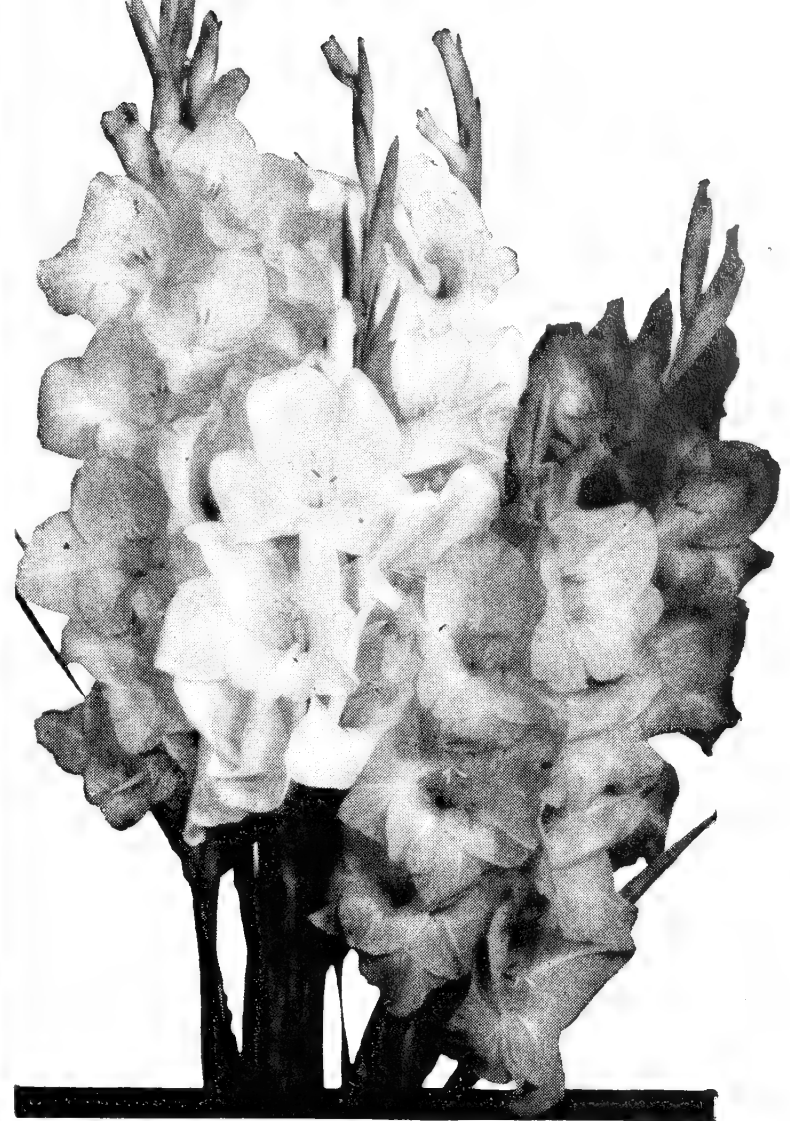
**GOLDEN DREAM.** Beautiful golden yellow. Many flowers at a time; tall; late; large flowers.

**KUNDERD'S YELLOW WONDER.** Tall growing; lemon yellow; medium flower; very early.

**MAID OF ORLEANS.** As pure a white as any snow; large flowers; tall; early.

#### PRICES

6	for	\$0.78
12	for	1.20
25	for	2.08
50	for	3.85



## Kellogg's

# Glory Mixture

of

## Gladioli

# 100

## Bulbs

# \$4.85

How can we make this amazing offer? Only because varieties will be our choice, and unlabeled although guaranteed to be high grade varieties. We can fill your order out of our surplus stocks and the advantage of keeping the stock balanced is so great, that we can make this fine offer.

Every bulb will be choice blooming size, hardy, and robust, with plenty of vitality to produce loads of beautiful flowers this year. They will be the same bulbs that you would get if you ordered by variety at higher prices!

At least ten or more different varieties; a beautiful color range—reds, whites, mauves, pinks, yellows, and other colors.

Bulbs must reach you in good condition or your order refilled free.

# New!

1. It's an Azaleamum

2. Carnation-Type  
Flowers

3. Rose Coloring

Take an Azaleamum plant, and cover it with hundreds of beautiful blossoms, add the color of a rose, and you have the new Azaleamum, "Carnation Rose."

We're sorry that we could not show Carnation Rose in color this year! The engravers' War-Time labor shortages stopped us. We will have to wait until next year.

Meanwhile, why don't you order yours now, and have a wonderfully delightful surprise? Get ahead of your neighbors and friends! Don't wait for them to have this amazing new flower before you do.

See back cover, page 36, for "Carnation Rose." Remember, it's an Azaleamum with a Carnation-type bloom and Rose coloring, and promises to be the outstanding Azaleamum variety. Get yours this year!



## Polyantha Roses

Polyantha Roses (Baby Roses). Produce a blaze of color: often 100 to 200 blossoms per plant. Keep blossoms clipped off before the petals fall, and they will continue to bloom all summer. Plant 12" to 15" apart in rich soil; water; full sun. Furnished by color—red, pink, white, or orange.

### PRICES

1 for \$1.25	3 for \$3.55	6 for \$7.00
2 for \$2.40	4 for \$4.70	12 for \$13.90

## Descriptions of Varieties at Right

### RED

(1) **ETOILE DE HOLLAND.** Magnificent red and magnificent size and form! It is perfect when half open, too. Very fragrant, and very free-blooming. Prices below.

**CHRISTOPHER STONE.** Large semi-double vivid scarlet overlaid with velvety crimson. Beware, Etoile de Hollande, or Christopher Stone will steal your honors. Prices below.

**CONDESA DE SASTAGO.** Coppery red inside. Rich yellow outside. That coppery red is hard to find, folks. Better take it when you can get it. Prices below.

**MRS. SAM MCGREDY.** Orange-Salmon suffused with gold. We had to toss a penny to decide which should come first, Condesa de Sastago or Mrs. Sam McGredy. Order either for beauty. Prices below.

### WHITE

(4) **MCGREDY'S IVORY.** Here, is beauty at its best, for the soft delicate creamy white merges into yellow at the base. Exquisite in shape, and at the same time large. Moderately fragrant. Vigorous, disease resistant, prolific. Prices below.

### YELLOW

(2) **MCGREDY'S YELLOW.** Yellow roses reach their supreme beauty in McGredy's yellow. Soft, pure, adorable! Very artistic and gracefully shaped, strong grower, abundant bloomer. Prices below.

**MRS. PIERRE S. DU PONT.** All summer long this delightful rose gives you rich beauty and what a glorious, wonderful yellow it is; deep and clear. Excellent for cut flowers. Does not fade. Prices below.

### PINK

(5) **PINK DAWN.** This is a particularly fine pink rose, because it has such a beautiful bud-like shape when half open. This is the kind of a rose that we all love. And what an adorable pink it is! Shades slightly to orange at the base. Fragrant. Prices below.

### TWO-TONE

(3) **PRES. HERBERT HOOVER.** The picture (No. 3) shows the rare combination of pink, scarlet, and yellow coloring; but not adequately. It is really richer than any picture can show. Prices below.

**EDITOR MCFARLAND.** Deep pink. And what rose is better known? Only a few, folks. Better order early. Prices below.

### PRICES

All roses above—strong healthy 1st grade, 2-yr. old plants, budded on strong multiflora roots.

1 for \$2.00	4 for \$7.70
2 for \$3.90	6 for \$11.50

## 5 Roses by Color

Really the same plants you would get if you bought by variety, but you order by color only. Please do not ask for any special varieties. Colors: Red, Yellow, Pink, White, or Two-tone.

These are first grade, two-year old plants that would cost \$2.00 each if ordered by variety.

**PRICES:** 1 for \$1.50; 2 for \$2.90; 3 for \$4.30; 4 for \$5.70; 5 for \$7.10; 10 for \$14.10

*All Five For \$7.10*



# Roses Five With Beauty Alive

This is Kellogg's biggest Rose bargain. Order one each of the five Roses shown here, and we will allow you the special price of \$9.45 for the five. Read description of these beautiful Roses at the left. Better order early while we have all five varieties.

**Special** All 5 For Only **\$9.45**





# Order Your Shrubbery *Early*

On page 26 of this book we have emphasized that shrubbery will be shipped in March. This is very important, on account of the labor shortage.

By shipping shrubbery in March, we can utilize our experienced year-round men to pack them, but about April 1st many of these men must go outside to work in the nursery, and unless an end to the War makes more men available, we may have to refuse orders for shrubbery after April 1st. Refer to Page 26 on details of how this benefits you.

At the time this catalog went to press, no part of the War had ended. However, an end to the War is not expected to relieve labor shortage materially for months. We hope that you will cooperate.

## War-Time Service

So many of our men are in the Armed Services, and in Defense, it is hard for us to give the same service as before the War. We will try to give pre-war service, but believe we should mention the following points.

Plants are reserved from estimated supplies. We try to make estimates conservative, but unusual conditions may cause shortages. It is now difficult to protect customers by purchasing from other approved Nurseries, so should estimates fail, or should other conditions beyond our control prevent us from filling your order, we reserve the right to return your money and cancel your order.

**Size Limit for orders.** We reserve the right at any time to limit the size of orders, without notice.

**Proper shipping time** shall embrace a period of about 30 days, and is determined by a forecast service to which we subscribe, and which we find to be about 75% accurate.

We cannot agree to ship

exactly on a certain date, or so that plants will arrive at a certain time. We cannot notify before shipment, or give orders other similar special handling. Sorry!

We cannot agree to delay shipments beyond May 25.

Because of difference in climate we cannot ship orders in exact rotation as received. However, orders booked early are given preference within their proper shipping time, or within your specified date range.

**Quick service:** Before April 1st, for items that we can supply then, we can ship promptly; but from April 1 to about May 20, we cannot do it with fairness, because of the many orders booked early in the season for shipment during that period. Please try to order at least two weeks ahead of expected shipping date.

The Kellogg man who isn't here to rush-fill your order, is handling a bigger order overseas for Uncle Sam. Please cooperate. Thank You!

## How To Order

**Send money by safe means.** Unregistered currency sent at your risk. Add 5c exchange on personal checks.

**No. C.O.D. or Open Accounts.** Send cash with order.

**Shipping Charges.** Express shipments: you pay on delivery; parcel post: pay us after shipment is complete.

**IMPORTANT—Our guaranty** applies only in states whose inspection laws allow plants to go direct from us to customer. We can guarantee our own packing only, hence for states that stop plants for inspection, we agree only to deliver plants in good growing condition to Post Office or Transportation company, and thereupon our responsibility ceases. Specifically these states are: Washington, Oregon, California, Arizona, District of Columbia, Utah, Wyoming, and Minnesota.

If there is no express office in your town, give name of nearest office and distance from you, on order blank. If distance is too great, we will ship parcel post. If a federal sales tax law should be passed, please add the tax to your remittance.

### GUARANTY

We guarantee stock to be just as represented or orders refilled free; we further warrant all stock to be carefully packed and shipped in good growing condition, and if this stock is properly cared for, it will grow and give satisfactory results.

We cannot guarantee continuous growth since this depends upon the care you give the plants and also upon your local conditions. However, where failure of plants to grow is due to arrival in poor condition, we will replace the unsatisfactory plants without charge providing reports are received prior to June 10th.

No refills will be made for failure of plants after June 10th unless a preliminary report is received prior to that date.

It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock. In case of inability to fill an order, return of the customer's money shall release us from any further liability whatsoever.



THIS LETTER IS FROM

Name.....

Address.....

Town.....

State.....

Do Not Mail Currency in this letter without Registering

PUT  
STAMP  
HERE

R. M. KELLOGG CO.

Berry and Flower Garden Designers

THREE RIVERS,

MICH.

## **JUST A MOMENT, PLEASE!**

- ◆ Have You Given your full name and address on your order?
- ◆ Have you written plainly?
- ◆ Do not mail currency in this letter without registering.



{ PLEASE  
WRITE  
PLAINLY }

--

C._____	Ck._____	C.C._____
St._____	Ref._____	Ret._____
C.C._____	M.O._____	

Ship to  
(Name) \_\_\_\_\_

**Address**\_\_\_\_\_

Town \_\_\_\_\_ [ Local Zone  
If Any \_\_\_\_\_ ] State \_\_\_\_\_

See instructions for space below on back of order blank.

<b>Express</b>			
<b>Office</b>	_____	<b>Distance</b>	<b>Miles</b>

# SHIP

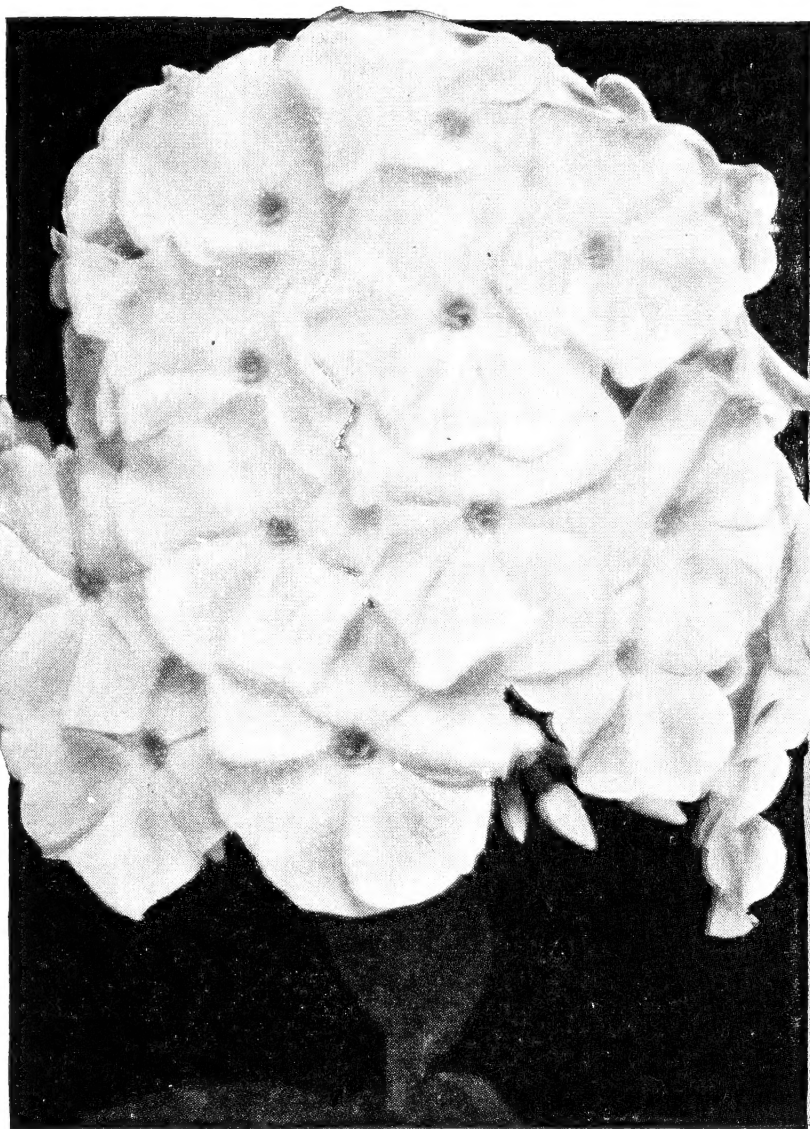
- ☐ March 15 to 31    ☐ April 10 to 20    ☐ May 1 to 10    ☐ After May 15  
☐ April 1 to 10    ☐ April 20 to 30    ☐ May 10 to 15    ☐ REGULAR

[illegible]

**If necessary, continue order on other side.**







# Mary Louise New Hardy Phlox

One of the most beautiful sights in this world is that of newly fallen snow, and here is a new white Phlox that is just that pure and clear. Mary Louise, we believe, will soon be the favorite of all whites. We are sorry that limitations of printing do not let us show it as clear and beautiful as it is. For one thing, no paper is white enough. For another, some ink has to be used to show shading. But, just think again of newly fallen snow, and then order Mary Louise.

Strong sturdy grower, healthy foliage, and all the other good things. Prices: 55c each; 2 for \$1.00; 4 for \$1.90.

## Gardenulas

## The Flowers That Look Like Gardenias

Note: Gardenulas are not related to Gardenias. They are Campanulas with flowers of the same beautiful form as Gardenias.

### Gardenula "Bluette"

### Gardenula "Blue Gardenia"

Here is a real rarity. In fact we have only a very few, but list it because of the demand. It is like "Blue Gardenia" excepting that coloring is shaded; skyblue at edges, blending to almost pure white near center. Its great rarity and slowness of reproduction in the nursery make the following prices necessary. Prices: 1 for \$3.50; 2 for \$6.75.

Picture shows approximate color. Flowers occur almost the entire length of 30 inch stems, with five to eight spikes per plant. Foliage dark green, leathery. Blooms mid-June to mid-July. Blooms year after year. Plant in average garden soil with good drainage. Likes acid soil; peat moss beneficial. Prices: 1 for 70c; 2 for \$1.30; 4 for \$2.50.

R. M. Kellogg Co., Three Rivers, Michigan [35]

# Index

Althea Rosea .....	24	European Cranberry .....	26
American Beauty .....	3	Everblooming .....	3
Carnation .....	24	Everblooming .....	32, 33
Anemone .....	14	Fireberry .....	27
Aquilegia .....	27	Flowering Almond .....	26
Aronia .....	14	Flowering Quince .....	27
Artemisia .....	24	Forsythia .....	26
Astilbe .....	28	Foxgloves .....	15
Azalea Mollis .....	18 to 23; 32, 36	French Lilacs .....	27
Azaleamum .....	32	Gaillardia .....	4, 5
Baby Rose .....	15	Gardenula .....	35
Balloon Flower .....	26	Garland Flower .....	28
Beauty Bush .....	15	Ghost Plant .....	14
Bellflower .....	15	Gladioli .....	30, 31
Blazing Star .....	15	Golden Bell .....	26
Bleeding Heart .....	15	Golden Elder .....	27
Blue-Fringed .....	14	Golden Syringa .....	27
Daisy .....	35	Guaranty .....	34
"Blue Gardenia" .....	35	Heuchera .....	14
"Bluette" .....	29	Hibiscus .....	14
Bridal Wreath .....	26	Hollyhocks .....	24
Buddleia .....	26	Honeysuckle .....	26
Burning Bush .....	27	Hybrid Tea Roses .....	32, 33
Butterfly Bush .....	27	Hydrangea .....	26
Calycanthus .....	14, 35	Kolkwitzia .....	26
Campanulas .....	6, 7	Liatris .....	15
Cannas .....	14	Lilacs .....	27
Canterbury Bells .....	2, 3, 13	Lilies .....	11
Carnations .....	27	Lonicera .....	26
Chaenomeles .....	26	Midget Hedge .....	14
Lagenaria .....	16, 17	Miniature Rose .....	12
Christmas Berry .....	15	Pachysandra (Spurge) .....	15
Chrysanthemums .....	14	Perennials .....	2 to 5; 8 to 10; 12 to 25; 35, 36
Chrysanthemum leucanthemum .....	14	Philadelphus .....	27
Columbine .....	14	Phlox .....	5, 8, 9, 10, 35
Coralbell .....	26	Photinia .....	26
Cornus .....	14	Platycodon .....	15
Cup and Saucer .....	14	Polyantha Rose .....	32
Cydonia .....	27	Pride of Rochester .....	26
Dahlias .....	6, 7	Prunus .....	26
Daisies .....	14, 15, 25	Purple Fringe .....	27
Daphnes .....	28	Rhus .....	27
Day Lilies .....	11	Rock Garden Plants .....	12
Dazzler Carnation .....	2		
Delphiniums .....	4, 5		
Deutzia .....	26		
Dianthus .....	2, 13		
Dicentra .....	15		
Diervilla .....	26		
Digitalis .....	15		
Dogwood .....	26		
Double Canterbury Bells .....	14		
Elaeagnus .....	27		
Erigeron .....	14		
Euonymus .....	26		

Rose Dawn .....	13
Roses .....	12, 32, 33
Rose Unique .....	2
Carnation .....	2
Russian Olive .....	27
Russian Violet .....	13

Sambucus .....	27
Santa Claus .....	23
Shasta Daisies .....	25
Shrubs .....	26 to 29
Silver King .....	14
Smoke Tree .....	27
Snowball .....	27
Snowberry .....	27
Spirea .....	27
Spoon Mums .....	16
Spurge .....	15
Surprise Rock Garden .....	12
Sweet Shrub .....	27
Symphoricarpos .....	27
Syringa .....	27

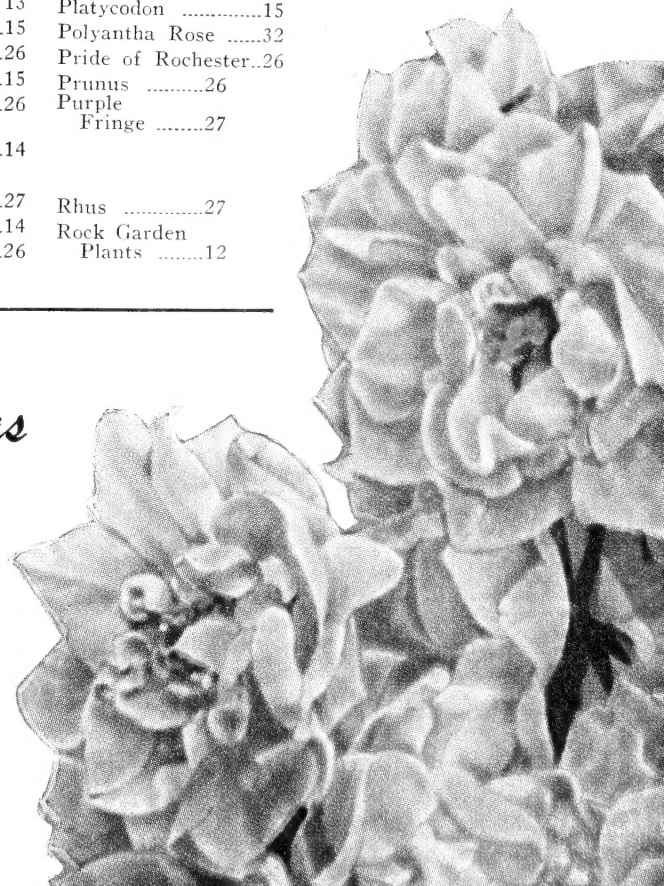
Tamarix .....	29
Teucrium .....	14
Tiger Flower .....	15
Tigridia .....	15
Trollius .....	4, 5

Verbena .....	12
Viburnum .....	26, 27
Violas .....	12
Violets .....	13

Weigela .....	26, 27
Windflower .....	24
Winter Daphne .....	28

## New Azaleamum Carnation- Rose

Produces Azaleamum's hundreds of blooms. Blooms are carnation-type. Color: a beautiful rose-tint. See page 36 (back cover) for full description.

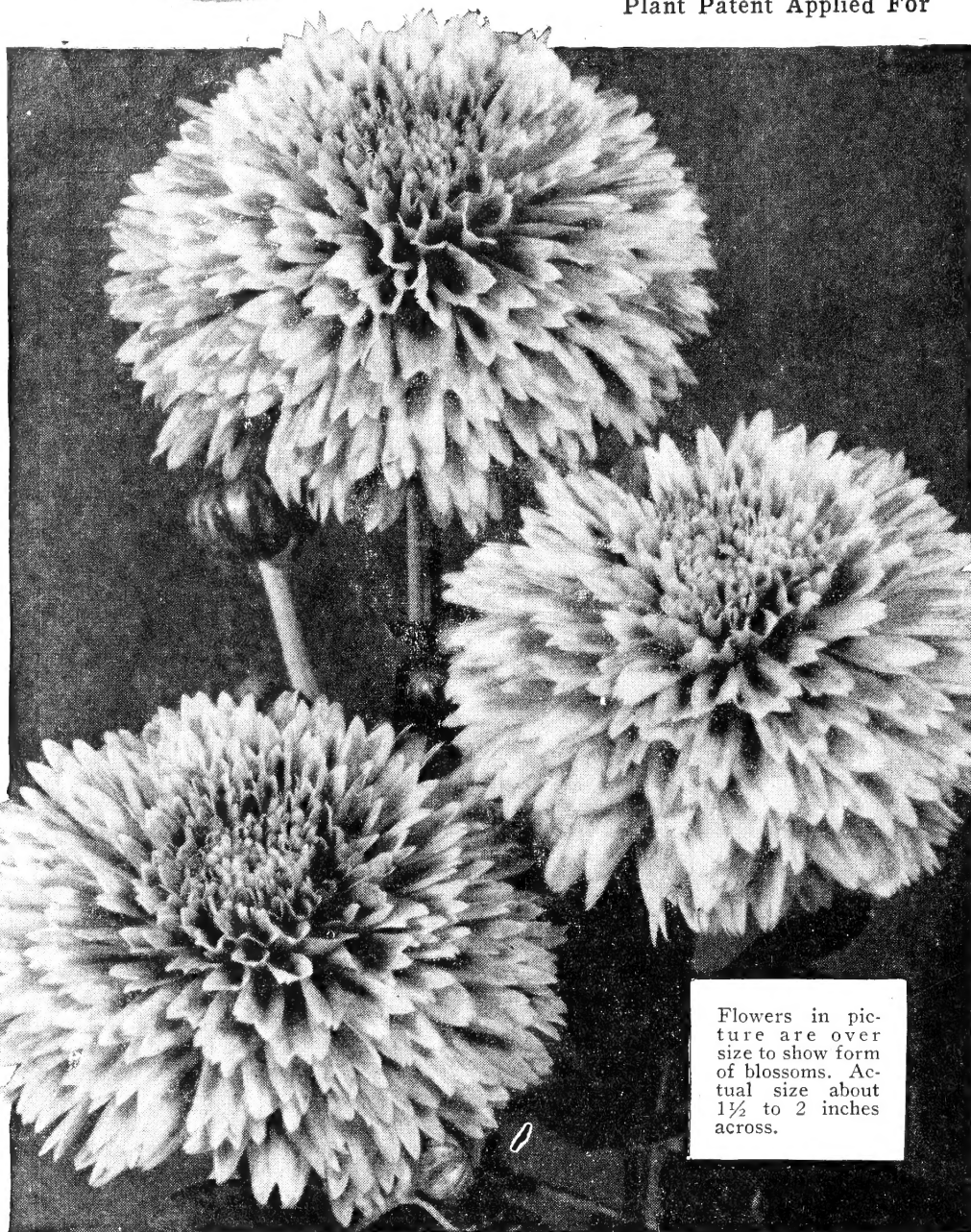


*New*

# TRADE MARK Azaleamum

## Carnation Rose

Plant Patent Applied For



Flowers in picture are over size to show form of blossoms. Actual size about 1½ to 2 inches across.

Has three exceedingly important points of beauty, as follows:

**1st** It's an Azaleamum

Hundreds of blooms on a single plant, covering it like a magic blanket. The plant is so fully covered with blossoms that they literally fight with one another for position, like the plant on page 22, but

**2nd** It has Carnation type Flowers

A favorite is the Carnation, and now Azaleamum has produced a bloom that has a striking similarity to one. Note notched petals, and the light-colored tips.

**3rd** Beautiful Rose Coloring

The color spots show the main color approximately, and each petal has a light colored tip, almost white. It gives a beautiful lacy effect that you will love. You will have a stunning surprise when you see it in your garden.

## Don't Let It Fool You

We had to do without color in the picture above because the engravers, with War-time labor shortages, could not promise delivery of color engravings early enough. But don't let the lack of a color picture lead you astray. Don't think that Azaleamum Carnation-Rose isn't an important and outstanding variety. If you do, and if you wait to see it in color before ordering, you may find that your neighbors are ahead of you with one of the world's newest and most unusual flowers, and one of the most beautiful. You don't want that to happen, do you?

And again, remember that it is an Azaleamum. Plants are hardy, will produce hundreds of blooms, and more the second year than the first. Plant grows 2 to 3 ft. across first year; larger the second year. Blossoms nearly 2" across. **Blooms early.**

And, just like other Azaleamums that we have introduced in the past, the supply is limited for the first year, and doubtless many of you will be disappointed. So, order yours early, and have something rare and beautiful this fall, to show your neighbors and friends.

## Prices

Plants out of 2¼" pots; ball of earth on roots.

1	.....	\$1.25
2	.....	2.40
3	.....	3.55
4	.....	4.70
6	.....	7.00